

SEINFELD * X-MEN * MRS. DOUBTFIRE

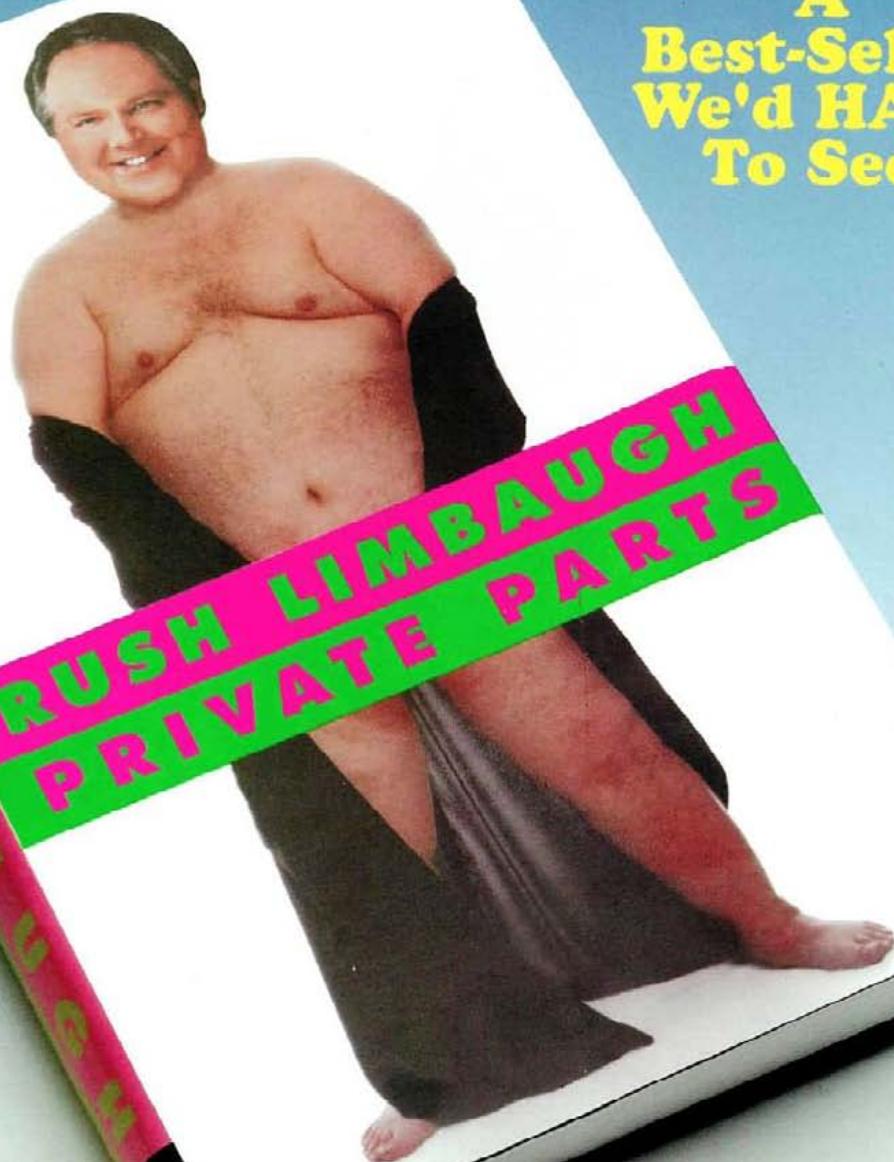
No.
327
May
1994

MAD

IND

Our
Price
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Cheap!

A
Best-Seller
We'd HATE
To See!



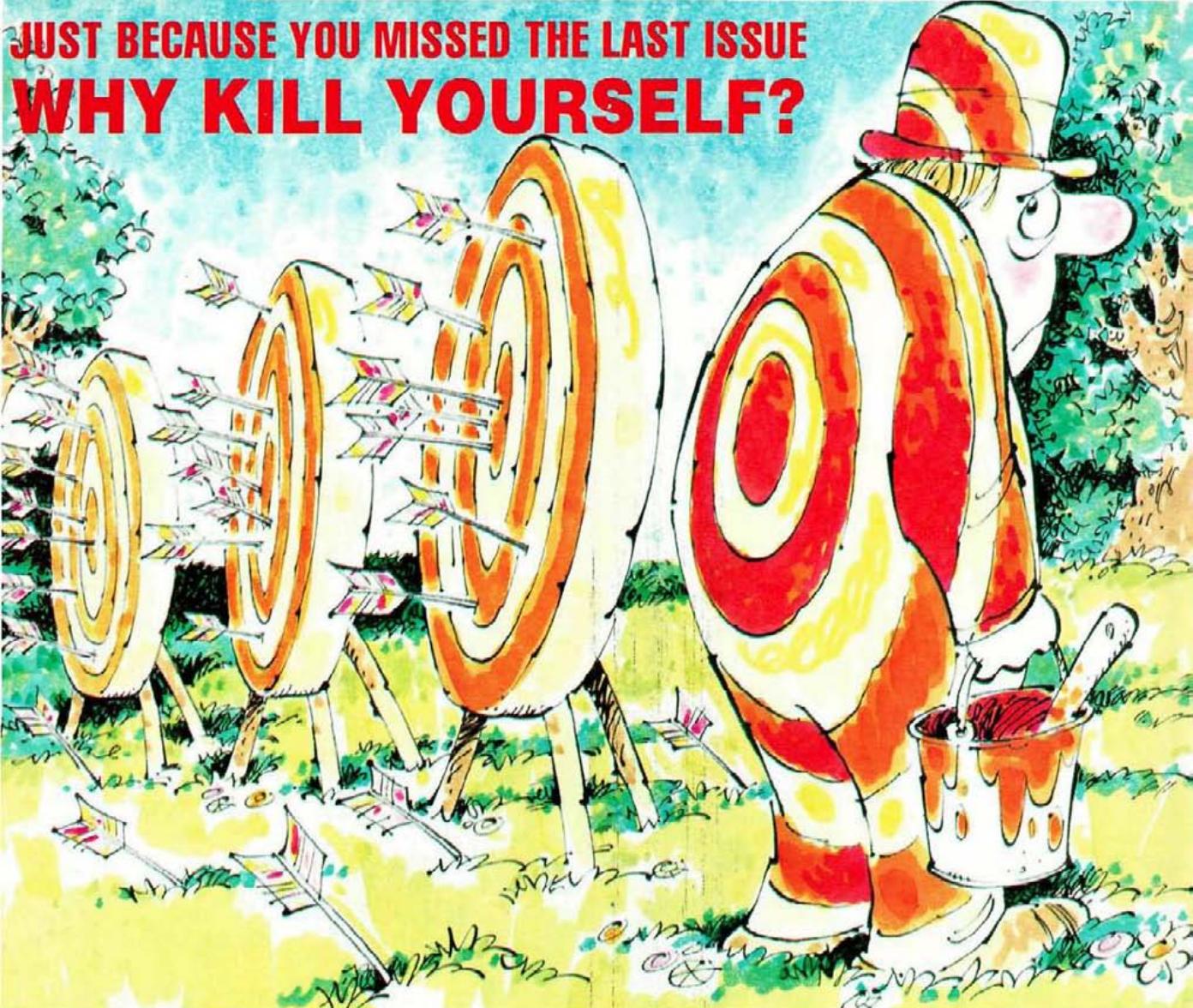
RUSH LIMBAUGH
PRIVATE PARTS

05



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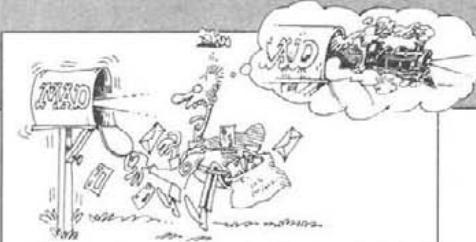
Contributing Artists

And Writers

the usual gang of idiots

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RUSH TO JUDGMENT

I have enjoyed the off-beat humor of MAD for many years. Your cockeyed versions of movies, television and other everyday stuff has always given me a different perspective of things I encounter in life. I have been offended occasionally by your portrayal of different stars, media figures and politicians, but they usually deserve to be lowered a peg or two. But now you have delivered the ultimate insult to me and over 20 million listeners of the most popular and sensible host in the history of radio. I can only hope your readers will think and see that the complete opposite of how you portrayed Rush Limbaugh is the truth. Ever since the passing of Bill Gaines, I have noticed a slight departure from silliness and in its place a little meanness in some of your spoofs. That makes me sad!

Ron Wall
Santa Ana, CA

As a long-time supporter of Rush and a much longer supporter of MAD, would you please use my letter as a response to those "dunder-heads" who are going to scream at you about MAD #325!

Dear fellow "Ditto-heads": Upset with MAD #325's "Conservative Talk Show Host of the Year" article? Well, using the half of the brain that God loaned that isn't



Eagle-eyed readers will remember Kyle Hildreth of Southwick, MA from the Letters Page of MAD #295. This time, Kyle sends us a photo displaying his talent (?) for mimicry by re-creating the classic cover of MAD #154! What can we learn from Kyle's photo? That corn on the cob definitely ISN'T a BRAIN food!



LETTERS & TOMA

ties behind your back...CHECK THE CLINTON AND GORE AS BEAVIS AND BUTTHEAD COVER!!! MAD is the only truly balanced magazine still in print today. They get everyone eventually!

Mr. Gaines has left our nation a wonderful legacy and I appreciate your maintaining MAD's standards of excellence, quality, fairness, showmanship and insight (everything except good taste)!

John M. Huber
Milwaukee, WI

MAD JACKPOTRZEBIE!

MAD Jackpotrziebie wasn't included as a special demonstration sport at this year's Winter Olympics, but why don't you play anyway? If the number printed on the upper righthand corner of the cover of your copy of MAD Collector's Series #8 matches one of the randomly selected numbers printed below, you win a free one-year subscription to MAD! To claim your prize, send the original Collector's Series cover (no photocopies) to: MAD Winner's Circle, 485 MADison Ave., New York, NY 10022. All prize claims subject to verification. Void in any state where prohibited by law. Employees of MAD or their relatives can't enter, but we'll see you on the slopes anyway!

Here are the Winning Numbers
for MAD Collector's Series #8

006,945	250,151	457,710	740,065
009,237	259,007	460,000	746,557
022,843	261,129	567,884	758,242
023,502	283,462	632,189	804,658
055,470	283,462	639,720	807,944
061,134	294,870	642,132	816,641
078,746	312,245	655,481	828,715
078,858	362,726	661,007	843,009
098,220	414,396	672,953	847,019
111,633	422,965	683,249	858,047
152,625	427,152	702,315	865,344
159,352	435,793	723,461	883,352

INSIGNIFICANT DATA

MAD
#328
ON
SALE
MAY 17!

SUPER
SPECIAL
#97
ON SALE
APRIL 28!

MAD CHAT returns! On Wednesday, April 13th, from 3-5 pm Eastern Time, call (212) 752-6872 and speak LIVE with MAD's Master of Fold-Ins, Al Jaffee and the MAD editors. Ask them questions, tell them how much you love them, but be warned — if you talk in a funny voice, we'll hang up on you!

To everyone who sent in the reader survey cards from MAD #326 -- We fooled you! There is no surprise gift! No, actually there is a surprise gift, but due to the tremendous response (and our mailroom's ineptness!) it will take several weeks to send it to you -- please be patient! Is that too much to ask? Geesh!

DOES DEPARTMENT

RAPPING OUR WRAPPERS

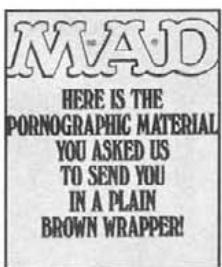
Today we received MAD #324 in the brown protective wrapper used to cover subscriber's copies. This was sent to my 1-year-old son; This subscription was given to him as a birthday gift. To be honest, I was not thrilled. I feel this magazine is meant for older readers. I felt this brown wrapper was inappropriate. Please cancel my son's subscription.

Anne Smoczyński
Queensbury, NY

I've been a MAD reader for over six years. When, I finally subscribed and on the outside protective cover of issue #323 you have the MAD cologne. Where it says Scratch 'n' Sniff," I did, but I can't smell anything. Why?

Ryan Liles
Miles City, MT

We're sorry about all the controversy our protective brown wrappers are causing. In truth, however, the situation could have been worse, much worse. We had originally planned to combine both of the above protective wrapper ideas into one really wild wrapper! The only thing that stopped us was a terrible, terrible accident at our printing plant when several pressmen became overcome and woozy with what can only be described as an "outrageous olfactory onslaught." In a related matter, we dedicate this issue to the late Ginger "Boom Boom" Montez, may she rest in peace! --Ed.



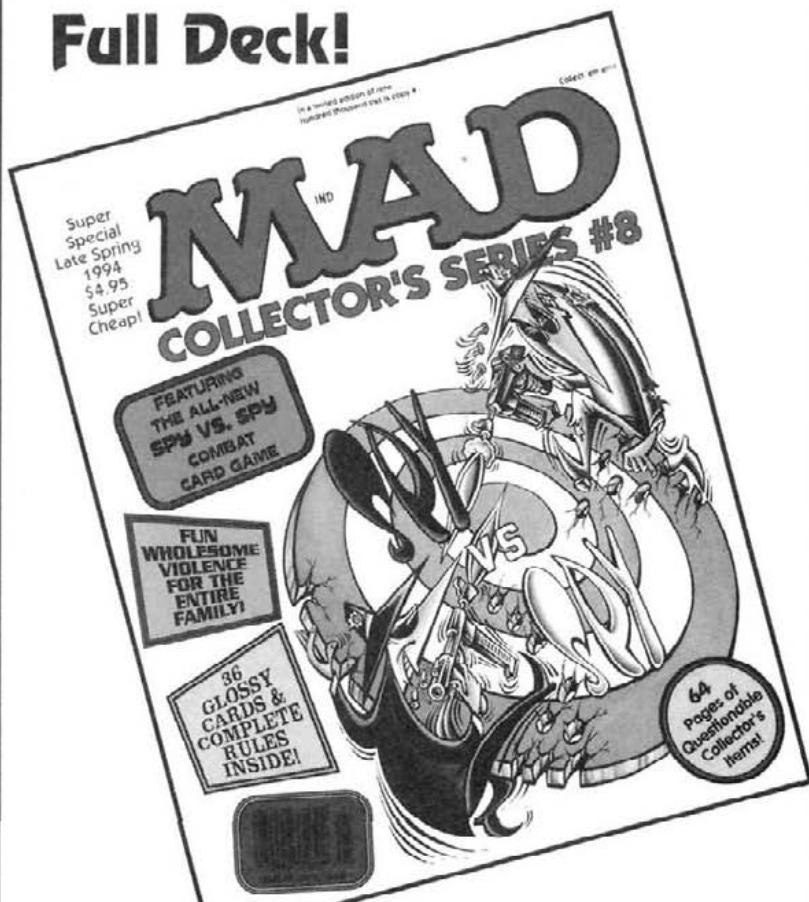
Protective wrappers from subscriber copies of MAD #323 (left) and MAD #324

MORON MAIL

When I grow up I want to be a lab rat. Thank you.

Steve Scales
Camano Island, WA
Steve -- It's good to dream and have high aspirations, but there comes a time when you must also be realistic. Very few of the millions of rats who crawl out of the world's sewers actually make the grade and achieve lab ratness! Therefore, we gently urge you to lower your sights just a tad. Aspire to be a regular everyday rat and you'll quickly gain work as a showbiz agent, high school vice principal or humor magazine publisher! --Ed.

At Last, Every MAD Reader Can Play with a Full Deck!



Shuffle Off to Your (news) Dealer! On Sale Now!

One of the hottest shows on T.V. revolves around a comedian and his pals "exploring" taboo topics. To them, everything is fair game! Masturbation, rare diseases, nose-picking--every episode is totally...

Swine

So I said to him,
"Senator Packwood,
are you the Master
of your Domain?"

Tell me,
Kramer,
what's your
first name?
Or last name?
Whatever!

Kramer! I once had a first
name, or maybe it was my
last name! It was sewn on
a label in my old camp
undershorts, but they
got lost in the laundry!

I'm still wearing my
camp undershorts!
Maybe there's a
label that'll say
if Newman is my
first or last name!

It's truly amazing that
such a small audience can
generate so much laughter!

It may be a small
audience but it's
a big laugh track!

Don't you
think this
show is a
little
too
Jewish?

George, come back home to
live with us! We can't
take the chance of your
having to rely on the
kindness of strangers!

Why not?
We're your parents!
If we treat you
with contempt
and loathing,
imagine how
strangers are
going to treat you!

IIIQ
DRUCKER

Dan Rather!
Are you
the
cameo
guest
star
for
this
episode?

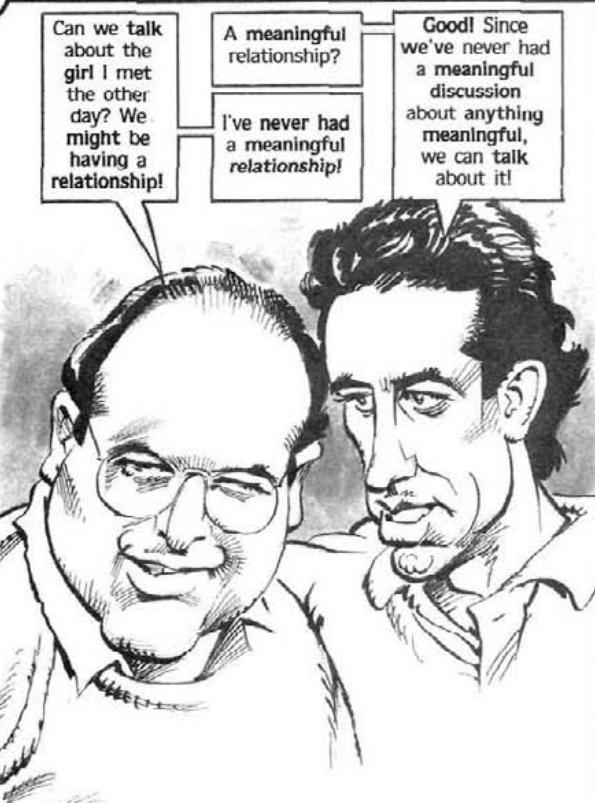
filled

ARTIST: MORT DRUCKER WRITER: STAN HART



No, I'm here to do a CBS Reality Check on this show! First, let's try to settle just where reality lies! Is Jerry supposed to be Jerry Seinfeld, the very successful comedian with his own TV show, best selling book and American Express commercials? Or is he just playing a character named Jerry Seinfeld who's only a semi-successful comedian? And isn't the show, which claims to be a true slice of New York life, shot in Los Angeles?

Hmmmm, you really got your work cut out for yourself, fellal



I really impressed her! I told her that I was a full-time consultant to an extremely large and busy insurance company!

You lied to her, right off the bat?

What lie? Haven't I been speaking to the people at the N.Y. State Unemployment Insurance Office each week for the past two years?

Hey, guys...

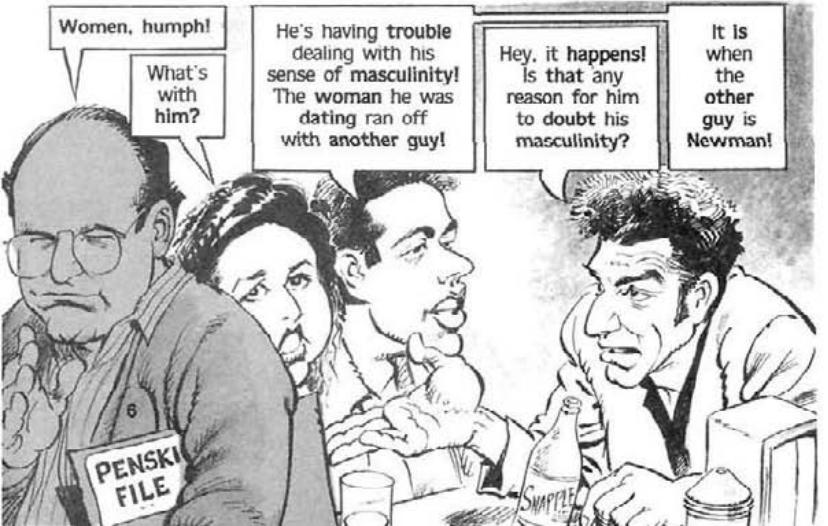
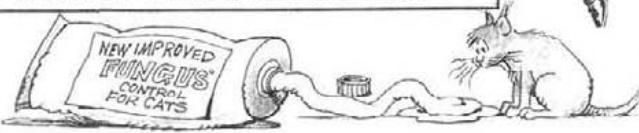
Kramer, your nutty ideas, your loosey-goosey manner, your barging into other people's apartments and your one name makes you a real original!

Correction! Kramer isn't really an original! He's just the most recent copy of another famous TV one-name sidekick, Norton!

Hey, anyone see Ralphie-boy?



Dan Rather here! It's time for another Reality Check! If this apartment had really been in New York City and Jerry had kept his door unlocked, he wouldn't have had a scrap of furniture left 15 minutes after he moved in!



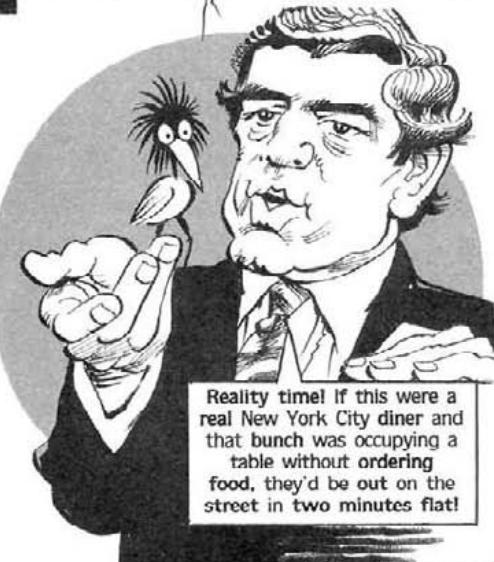
Women, humph!

What's with him?

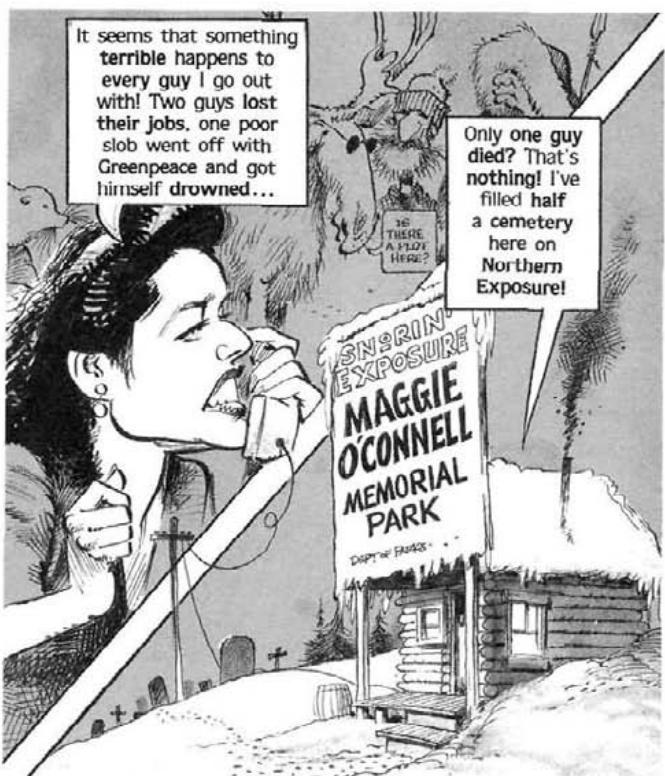
He's having trouble dealing with his sense of masculinity! The woman he was dating ran off with another guy!

Hey, it happens! Is that any reason for him to doubt his masculinity?

It is when the other guy is Newman!

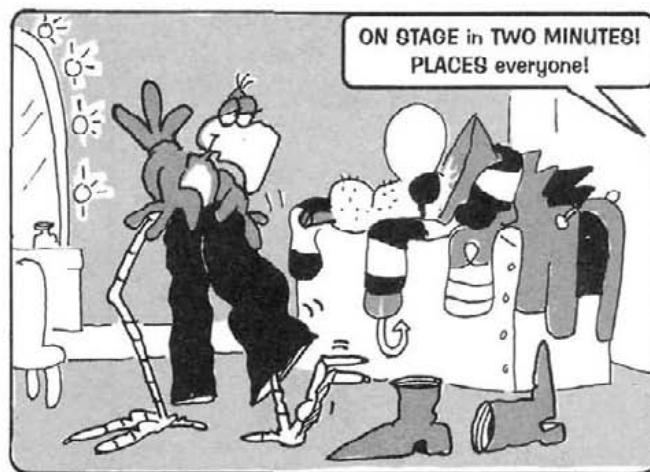
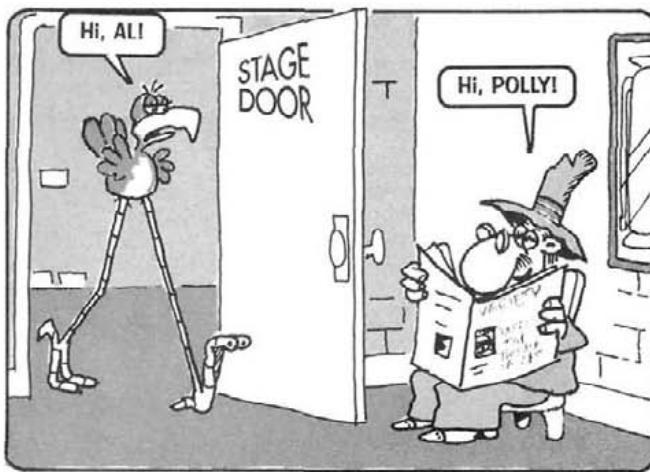


Reality time! If this were a real New York City diner and that bunch was occupying a table without ordering food, they'd be out on the street in two minutes flat!

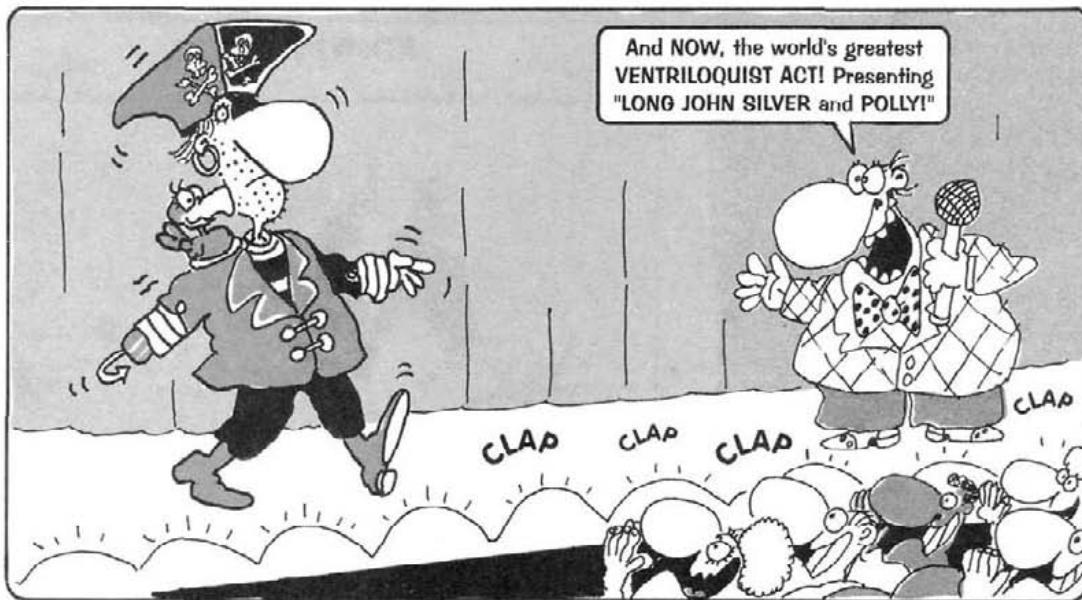




THE BODACIOUS BIRD BEWILDERMENT



ARTIST AND WRITER: DUCK EDWING



It has been known to happen to doctors, lawyers, athletes, politicians and high powered Wall Street Execs. But there is nothing more disturbing than...

WHEN PRI



SLOPPY EXORCISMS



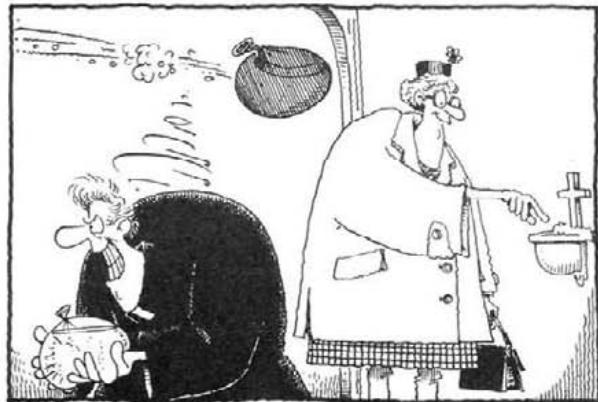
NO-WIN BINGO



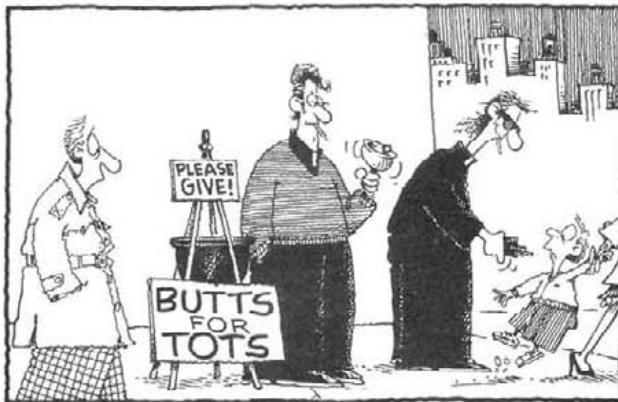
DRIVE-BY BAPTISMS

ESTS GO BAD

ARTIST: JOHN CALDWELL
WRITER: MIKE MAY



HOLY WATER BALLOON FIGHTS



QUESTIONABLE CHARITIES



BISHOP'S HAT KEEP-AWAY



PRODUCT PLACEMENT IN SERMONS



EMPLOYING "WHEEL OF ABSOLUTION" TO DETERMINE PENA



24 copies (each from slightly different angles) of all 14,340,000 Little League baseball games played during the 1980s!



24,388,025 hours of various floors, laps and dashboards of boneheads who forgot to turn off the power on their cameras!

A PLAGUE OF FOCUS DEPT.

Videocam owners are a peculiar breed! Once they get that Panasonic Turbo-Zoom 2000 in their hot little hands, their single goal in life becomes "To record things for posterity." Things such as parties, Sunday dinners, grass growing, the new aluminum siding, lint, anything! With millions of these boobs out there, the United States is by far the most well-recorded nation in the history of the universe! And we feel it's time to find out just exactly what's in this vast library of video memories that...

Thanks to Ho We Now I

ARTIST: GEORGE WOODBRIDGE



53.5 hours per grandparent of the same boring reminiscences, re-recorded every year because "this might be their last"!



1,488,385 X-rated home videos of couples NO ONE wants to see in their X-ratedness!



550,376 "garage versions" of The Tonight Show, featuring the nerdiest kid on the block interviewing the second nerdiest!



29,988,300 "cheerful" holiday gatherings of families so incredibly dysfunctional that they'd give Stephen King the creeps!

Some Video Cameras Have on Tape—

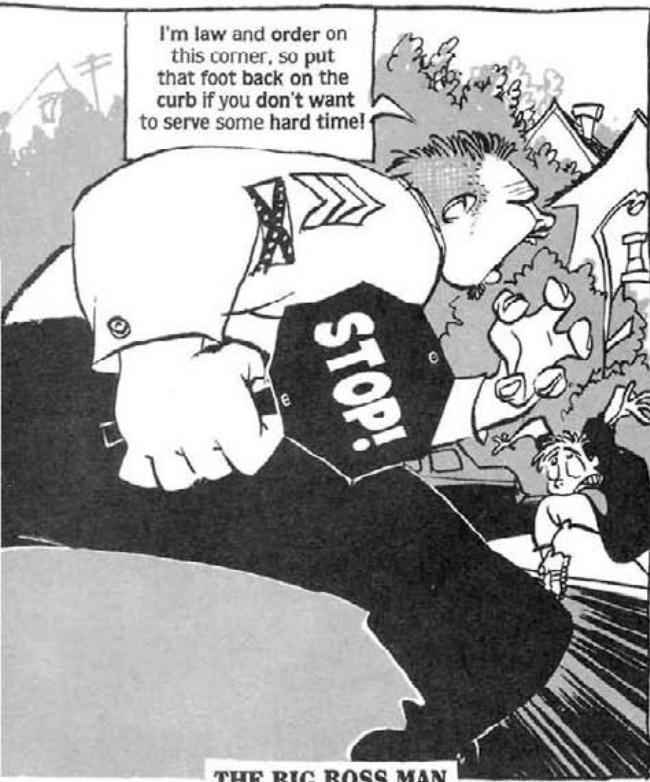
ARTIST: MIKE SNIDER



18,400,634 dogs performing tricks that are even too stupid for David Letterman!



25,117,474 sports injuries directly attributable to fat, out-of-shape guys in their forties trying to show off for the camera! ¹³



HELP HOGAN DEPT.

Even the greatest wrestlers can't go on forever! 45 Or 50 years in the ring and

THE FUTURE OCCUPATION WRESTLER



Go straight to Amsterdam Avenue, make a right, and then bear left onto Broadway--got all that?

YARGGHADW!



KAMALA THE UGANDAN GIANT
New York City Taxi Driver

it's time to retire! So, since the bell must toll for all men, here's a MAD peek at...

NS FOR TODAY'S TOP TALKERS

The United States' inability to lower its deficit prevents it from imposing appropriate tariffs--James Duggan, what's your take on this intricately complicated and tricky issue?

HO-O-O-OHHH!
UI SI AI
UI SI A!



"HACKSAW" JIM DUGGAN
Panelist of "The McLaughlin Group"

Attention K-Mart shoppers!
Aisle fifteen is featuring
a special on WWF Action
Figures! Elizabeth, Demolition
and Ultimate Warrior dolls--
all are now priced to move!



JIMMY "MOUTH OF THE SOUTH" HART
Loudspeaker Announcer at K-Mart

ARTIST: KYLE BAKER WRITER: DESMOND DEVLIN

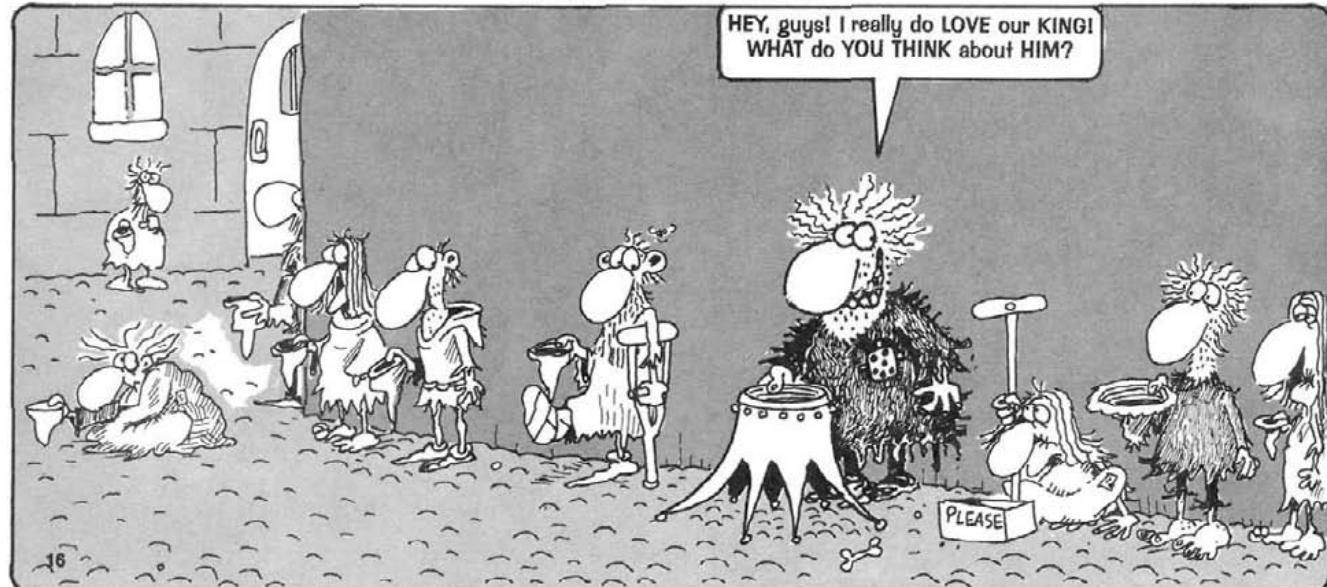


"RAVISHING" RICK RUDE
Night Shift at Dairy Queen

THE ROTTEN ROYAL RUSE



ARTIST AND WRITER: DUCK EDWING



IT'S ILL ROCK AND ROLL TO ME DEPT.

Mad's Billy Joel Songbook

ARTIST: RICK TULKA

WRITER: FRANK JACOBS



Just the Weight You Are

Can't...for-get you—
How I...first met you—
Stuck in that Sears revolving door;
Bulldozers saved you—
Knew then I craved you
More dear, than any girl before!

At...six fifty
You're twice...as nif-ty
As an-y sumo wrestling star;
I'm into fat, dear—
Fat's where it's at, dear—
So stay at just the weight you are.

Blobs...of blub-ber
Shake like...foam rub-ber
In-side that circus tent you wear;
Heart's pal-pi-tat-ing,
An-ti-ci-pat-ing
That soon I'll see you in the bare!

(sung to the tune of
"Just The Way You Are")

On...the road, dear—
You're such...a load, dear—
You'd break the axles of my car;
You're shipped express now
By U.P.S. now
And billed at just the weight you are.

Your com-fort darling, means so much...to...me
When we go out to see...a...show;
And oh...my precious, what a joy...to...see
You take up...one en-tire...row!

When...we're lov-ers
Be-neath the cov-ers.
And you lay spread out near and far,
Acres of flap there—
So much to grab there—
Because of just the weight you are.

Don't Eat the Egg Foo Yung

(sung to the tune of
"Only the Good Die Young")

Down in Virginia...I know a place
A Chinese cafe with Hunan as it's base
And that's where I'm goin' to feed my face—
I head for the House of Chung!

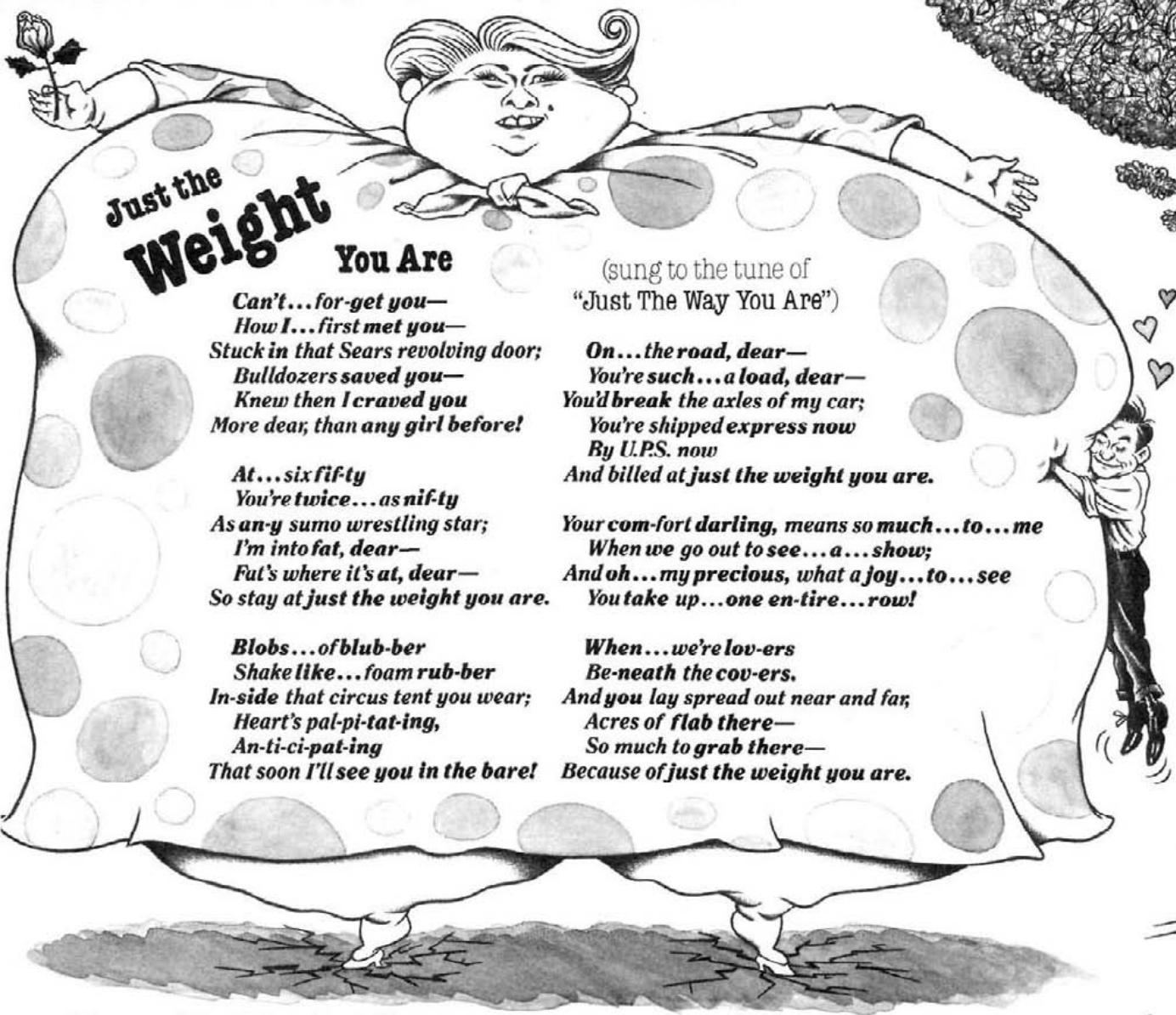
They serve a shrimp chow mein with a ton...of...rice,
Bowls of wonton...soup that are real-ly...nice,
All the food you can eat at a low,...low...price;
It surely will please your tongue—
But DON'T EAT THE EGG FOO YUNG!

Take it from me!

DON'T EAT THE EGG FOO YUNG!
DON'T EAT THE EGG FOO YUNG!

Tasty war shu op and beef lo mein—
Their sweet and sour pork will drive you insane—
Try their moo shu shrimp and you'll feel no pain
It's cooked by the wife...of...Chung!
They've cris-py noodles, moo...goo...gai...pan—
Sweet lich-ee...nuts right out of the can—
And all of it served on the fam-i-ly plan;
At Chung's you won't get stung;
But DON'T EAT THE EGG FOO YUNG!
Not on your life!
DON'T EAT THE EGG FOO YUNG!
DON'T EAT THE EGG FOO YUNG!

On your table there's a cloth and a vase
with a white car-na-tion,
Plus a pot of tea...which they serve...you...free;
And your waiter is Wong, and he's happy
that you're at...his...stat-ion—
And if you're...in...luck,
He'll bring a platter of al-mond duck!





Tobacco Man

(sung to the tune of
"Piano Man")

'Twas nine...a.m. at the com-pan-y,
And the president said with a frown:
"There's a huge anti-smoking con-spir-a-cy,
And the price of our stock's going down."

Billy Bob was exec for the a-gen-cy,
And he said, "Here's an ad we could try:
"Treat your kids to a pack—it'll get 'em off crack!"
And the others said, "Hey, it might fly!"

String 'em along, you're tobacco man—
Hook 'em on Marlboro Lights—
Fill up their lungs with that nic-o-tine—
Soon we can give 'em last rites.

Young Jerome was the company lob-by-ist—
He was known as the Congressman's friend;
When a no-smoking bill came to Capitol Hill,
He was there with big dollars to spend.

Said Jerome, "I'm in tight with the Con-gress-men,
And we've really got nothing to fear;
"They'll be grateful for cash we're con-trib-u-ting
"When they're up for election next year."

String 'em along, you're tobacco man—
Nail 'em with Salem and True—
Fill up their lungs with that nic-o-tine—
They'll never win if they sue.

"Maybe so," said the company pres-i-dent,
As he puffed on a king-size Belair,
"But there's dough to be made from the overseas trade—
"Hit 'em hard and we'll grab our fair share."

"They'll be dying for Kents in Afghan-i-stan;
"They'll be gasping for More in Nepal;
" 'Cause there's no EPA in Beijing or Bombay,
"And the Libyans will kill for Pall Mall."

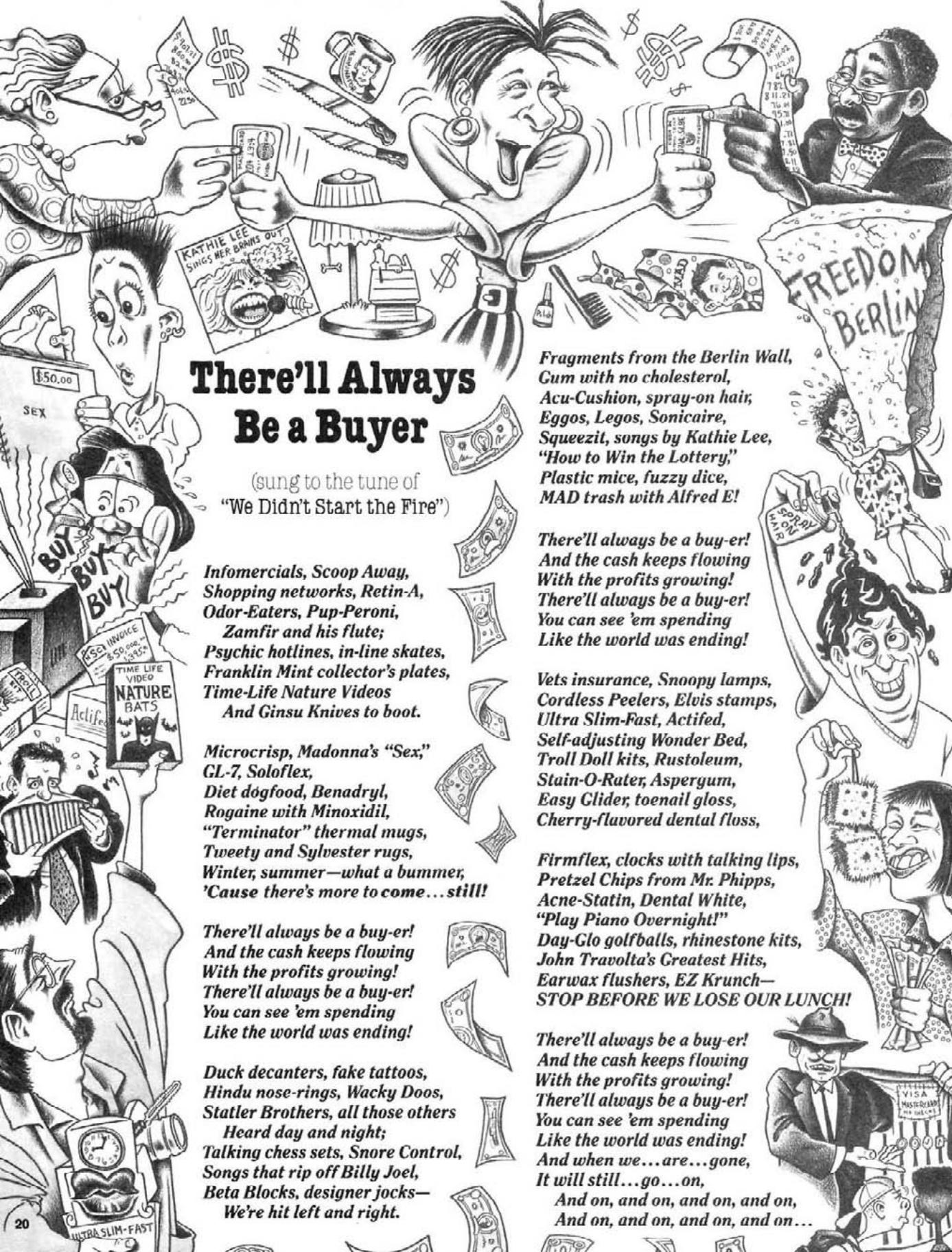
String 'em along, you're tobacco man—
Hook 'em on Virginia Slims—
Fill up their lungs with that nic-o-tine—
We'll sing their fu-ner-al hymns.



Their paper-wrapped chicken will blow you away—
The orange-peel beef is a special to-day—
It's where you'll find ev'ry local gour-met—
Down at the House of Chung!
But DON'T EAT THE EGG FOO YUNG!
Perish the thought!
DON'T EAT THE EGG FOO YUNG!
DON'T EAT THE EGG FOO YUNG!

REPORT
CIGARETTE
SALES





There'll Always Be a Buyer

(sung to the tune of
"We Didn't Start the Fire")

Infomercials, Scoop Away,
Shopping networks, Retin-A,
Odor-Eaters, Pup-Peroni,
Zamfir and his flute;
Psychic hotlines, in-line skates,
Franklin Mint collector's plates,
Time-Life Nature Videos
And Ginsu Knives to boot.

Microcrisp, Madonna's "Sex,"
GL-7, Soloflex,
Diet dogfood, Benadryl,
Rogaine with Minoxidil,
"Terminator" thermal mugs,
Tweety and Sylvester rugs,
Winter, summer—what a bummer,
'Cause there's more to come...still!

There'll always be a buy-er!
And the cash keeps flowing
With the profits growing!
There'll always be a buy-er!
You can see 'em spending
Like the world was ending!

Duck decanters, fake tattoos,
Hindu nose-rings, Wacky Doos,
Statler Brothers, all those others
Heard day and night;
Talking chess sets, Snore Control.
Songs that rip off Billy Joel,
Beta Blocks, designer jocks—
We're hit left and right.

Fragments from the Berlin Wall,
Cum with no cholesterol,
Acu-Cushion, spray-on hair,
Eggo's, Legos, Sonicaire,
Squeezit, songs by Kathie Lee,
"How to Win the Lottery,"
Plastic mice, fuzzy dice,
MAD trash with Alfred E!

There'll always be a buy-er!
And the cash keeps flowing
With the profits growing!
There'll always be a buy-er!
You can see 'em spending
Like the world was ending!

Vets insurance, Snoopy lamps,
Cordless Peelers, Elvis stamps,
Ultra Slim-Fast, Actifed,
Self-adjusting Wonder Bed,
Troll Doll kits, Rustoleum,
Stain-O-Rater, Aspergum,
Easy Glider, toenail gloss,
Cherry-flavored dental floss,

Firmflex, clocks with talking lips,
Pretzel Chips from Mr. Phipps,
Acne-Statin, Dental White,
"Play Piano Overnight!"
Day-Glo golfballs, rhinestone kits,
John Travolta's Greatest Hits,
Earwax flushers, EZ Krunch—
STOP BEFORE WE LOSE OUR LUNCH!

There'll always be a buy-er!
And the cash keeps flowing
With the profits growing!
There'll always be a buy-er!
You can see 'em spending
Like the world was ending!
And when we...are...gone,
It will still...go...on,
And on, and on, and on, and on,
And on, and on, and on, and on...

Censorland

(sung to the tune of
"No Man's Land")

Here come those Phil-i-stines,
Who claim they're sav-in' hu-man-kind;
They're go-in' bonkers
And you nev-er know what filth they'll find;
They're out to pur-i-fy
The songs we've heard, the shows we've seen;
So kiss your rights good-bye
Un-til their world is squeak-y clean.

Now they're goin' after show...business!
Now they're kickin' butt on T...V!
Anybody's a con-ven-i-ent tar-get!

See 'em get a sex-y drama banned
Right...here...in Censor-land!
Only programs that are dull and bland
Get...by...in Censor-land!
Better do what they...com-mand
You're in Censor-land!

Bye-bye, N...Y...P...D—
Your days are num-bered, we can tell;
One scene of nu-dit-y
Will sure-ly send us all to hell;
They'll save us from bad taste
When Rush is off the air for good,
And How-ard Stern's re-placed
By "Mis-ter Rog-ers Neigh-bor-hood."

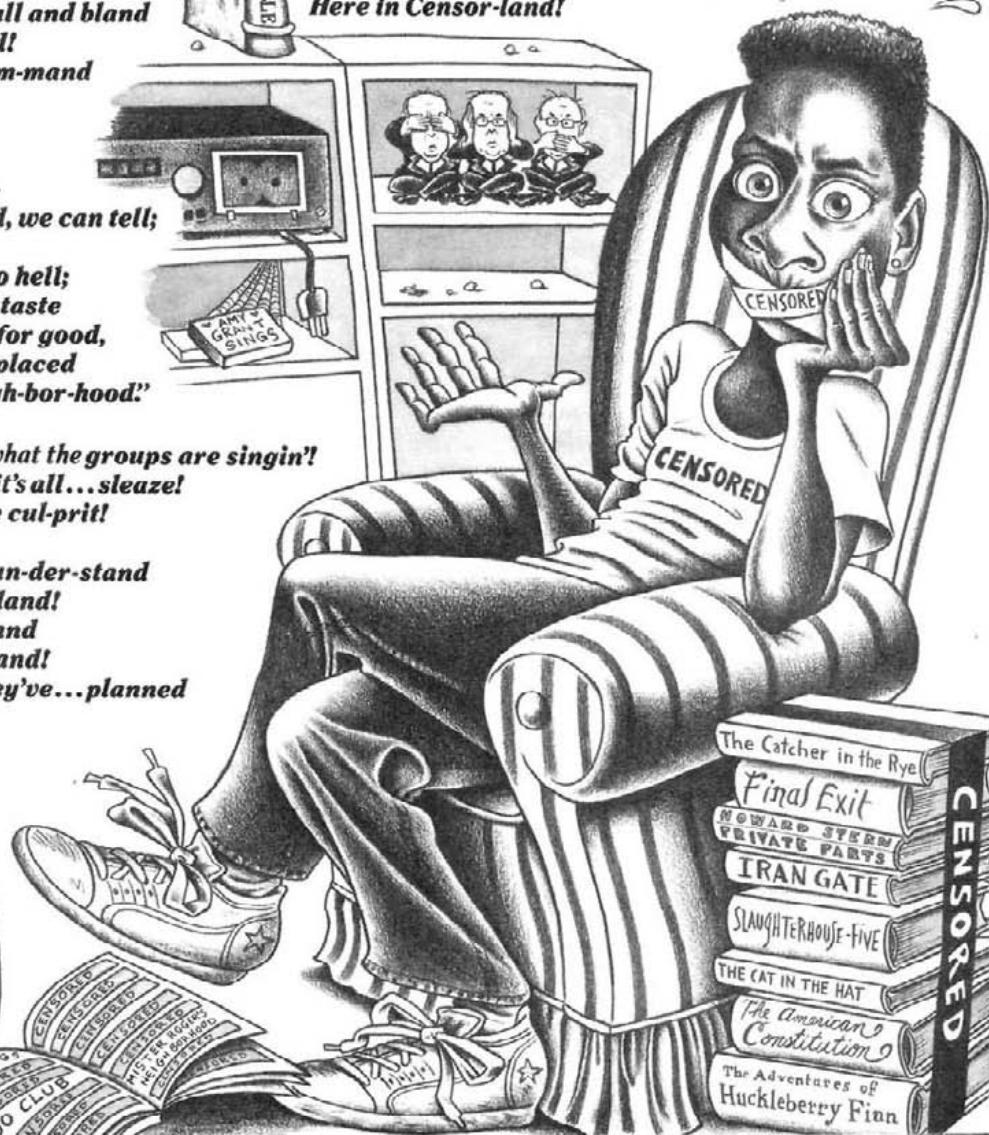
Now they're squelchin' what the groups are singin'!
Hear 'em screamin' that it's all...sleaze!
Anybody's a des-pic-a-ble cul-prit!

Nailin' rappers they don't un-der-stand
Right...here...in Censor-land!
Even Elvis gets a rep-ri-mand
That's...life...in Censor-land!
You can see how well...they've...planned
Here in Censor-land!

They lie in wait out there
In search of some-thing else to hate;
They'll find it ev'-ry-where—
If you don't like it, em-i-grate!
They yank out books in schools,
For-bid-ding you to read the text;
They set up i-ron rules—
Who knows? The Bi-ble may be next.

Now they're rippin' up the First Amend-ment!
Now they're shoutin' from the church...pul-pit!
Now they're out to get the maj-or of-fend-ers!
Now they're givin' us the hard...squeeze!

On the screen they've got the up-per-hand
Right...here...in...Censor-land!
Soon they'll get all bloody bat-tles...banned,
Wiped...out...in Censor-land!
You'll see Custer at a hot-dog...stand,
'Cause...we're...in...Censor-land!
Cavin' in to each...de-mand
Here in Censor-land!



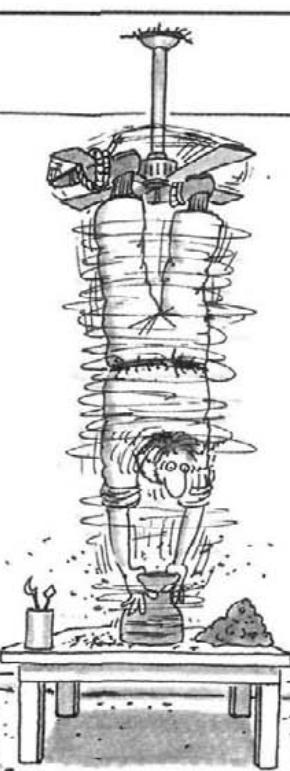
Drive-By Matchbook Collecting



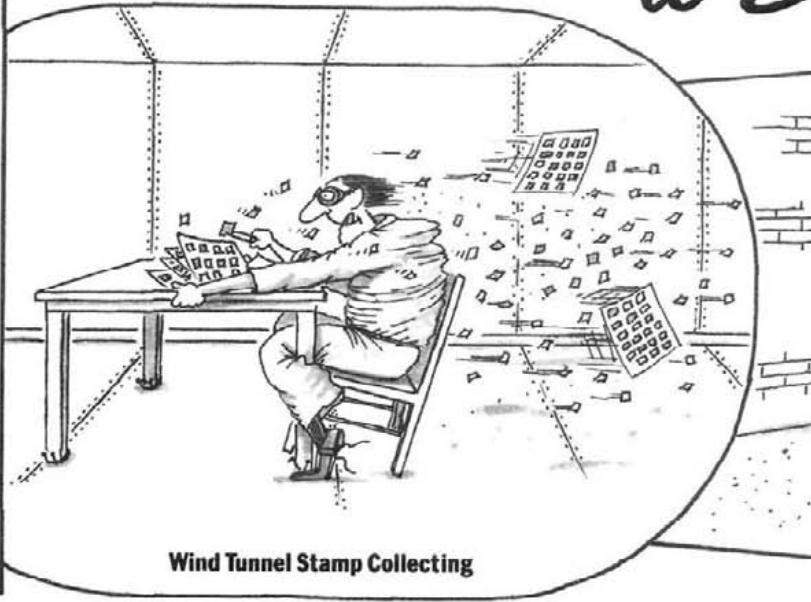
A SLAP ON THE RISK DEPT.

adding **THR**
ADVE
to B

ARTIST AND WRITER: TOM CHENEY

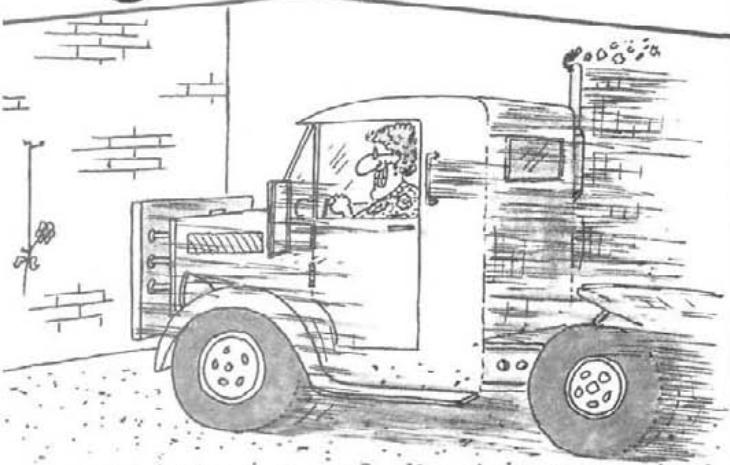


Ceiling Fan Pottery

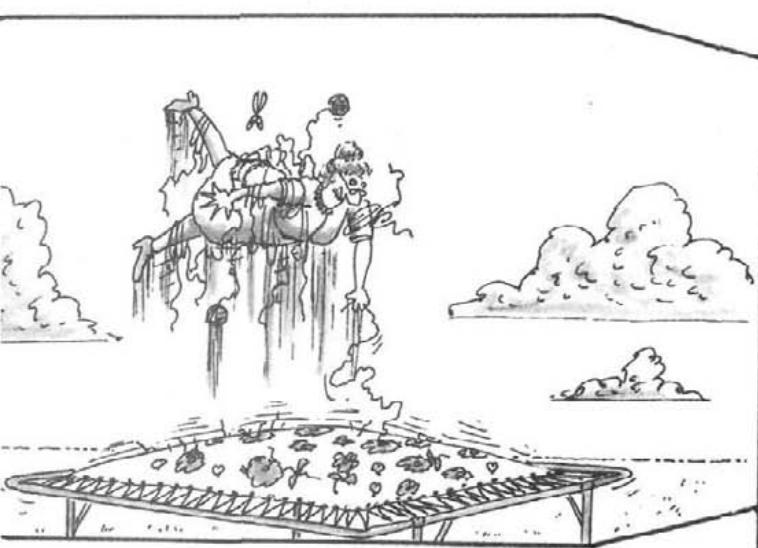


Wind Tunnel Stamp Collecting

Hobbies and Habits ring Hobbies



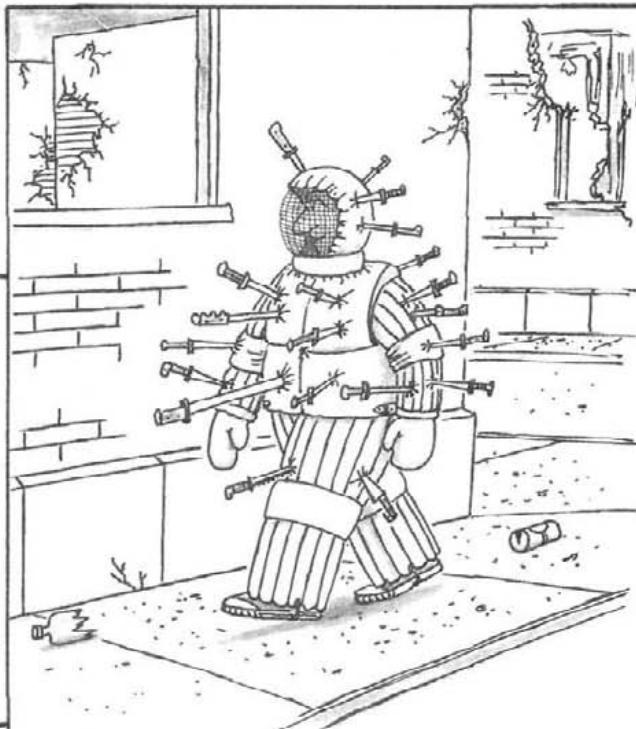
Diesel Assisted Flower Pressing



Single Stack Book Collecting



Urban Knife Collecting



It's amazing how much information our brain holds—some of it worthwhile and some a huge waste of our time and memory capacity! Wouldn't it be great if we could dispense, once and for all, with the everyday garbage that somehow filters into our minds? So, if you

MAD'S 11-Point Plan for Red

4. Make Aaron Spelling and Steven Bochco produce nothing but "one-man" shows for the rest of their careers!

2. Cut David Letterman's TOP 10 List to a TOP 6—since numbers 8, 5, 3 and 1 are never that funny anyway!

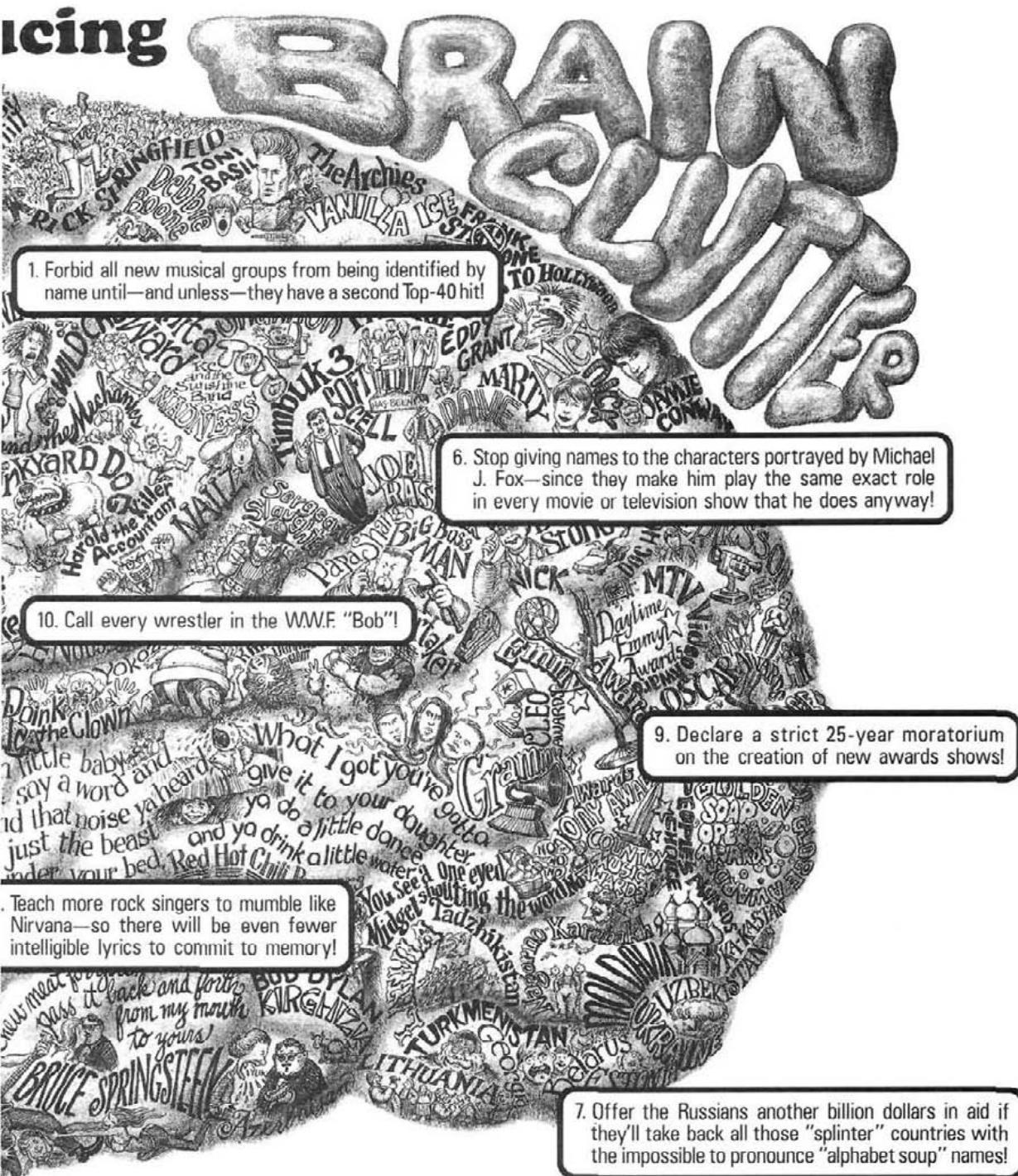
3. Replace those ridiculously-complicated nutrition labels with just two words: "FOOD" or "CRAP"!

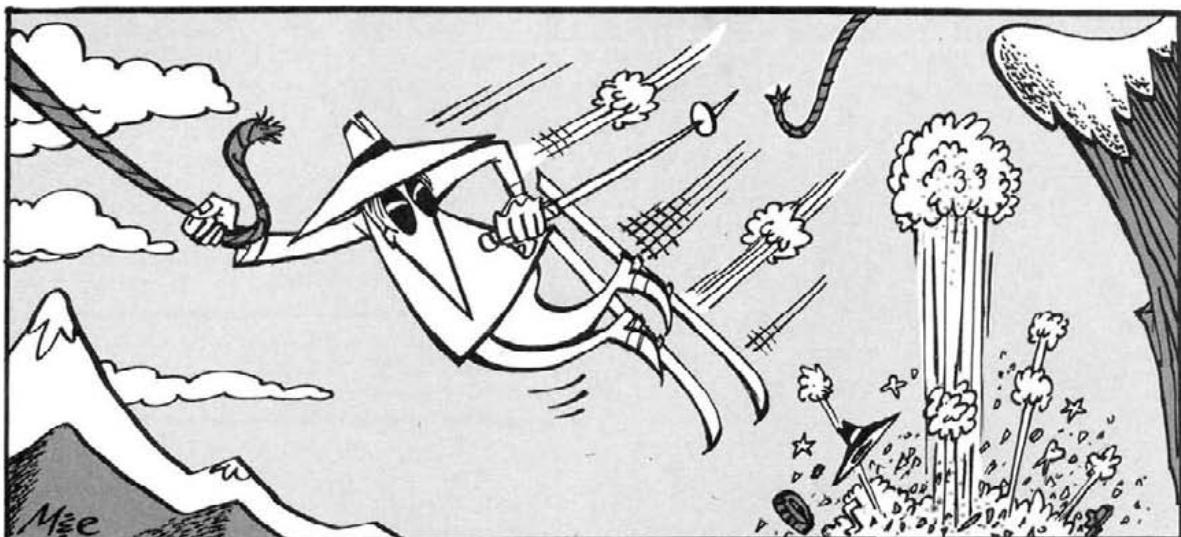
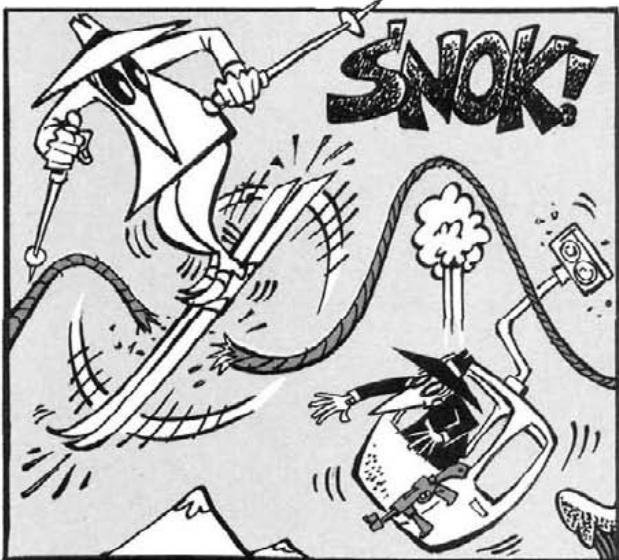
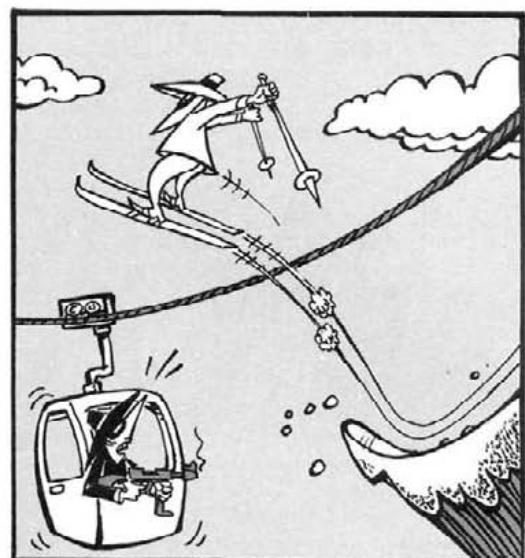
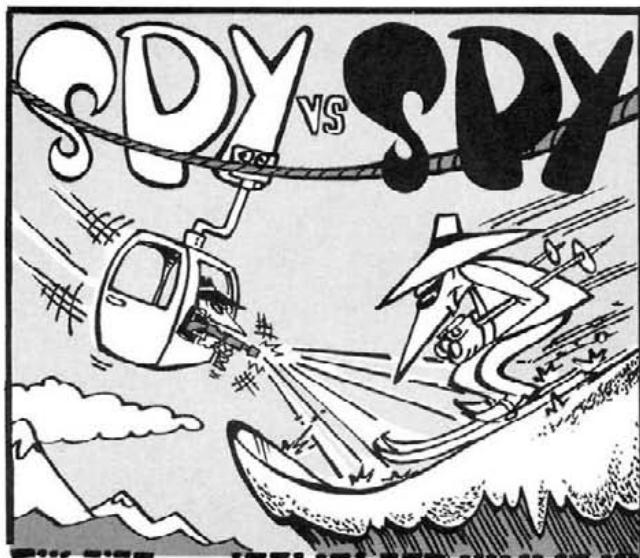
8. Disband a lousy old team—like the Chicago Cubs or Detroit Lions—for every new expansion team!

5. Force the media to replace the names of all Arab terrorist groups with "some Middle East nut-cases!"

are sick of having your medulla oblongata swollen with the words to every stupid TV theme song, the trivial escapades of the British Royal Family and what Siskel & Ebert have done with their thumbs in the last five years worth of movies—join the ranks in supporting

Icing







The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

LITTLE LEAGUE

Bobby, we're all depending on you!
Get out there and **pitch!**
And don't do anything **tricky!**
Just put the ball over the plate!



WIDEBODIES

I want to sit by the window!

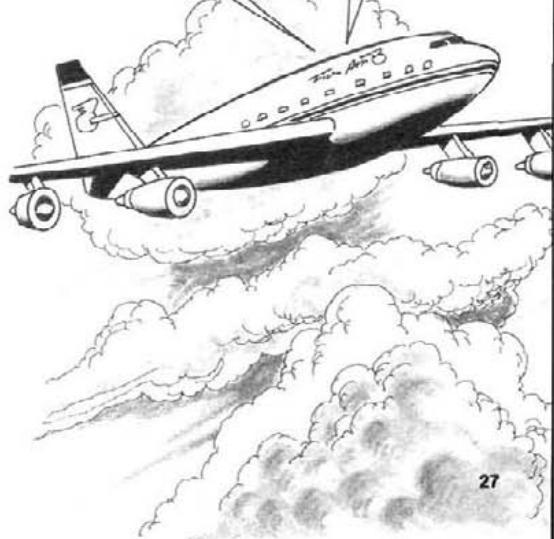
No, me! It's my turn to sit by the window!

Enough! There's going to be no more nonsense on this trip!
I'm going to sit by the window to shut both of you up!

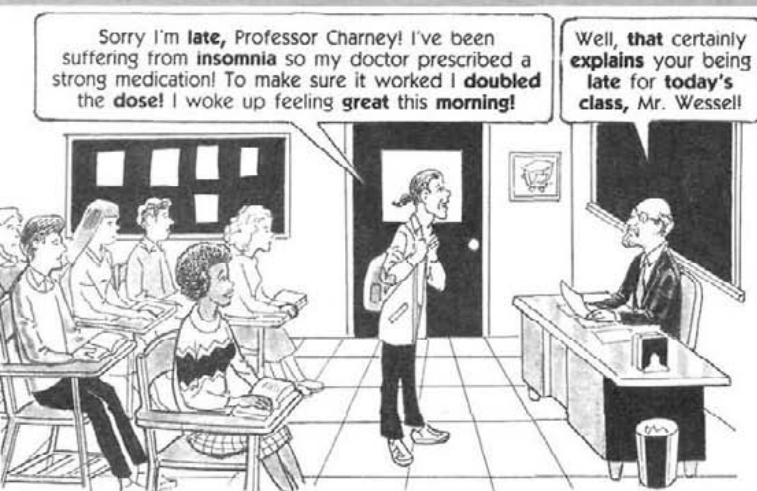


I want the aisle seat!

No way! I got it first! It's mine!



ALERTNESS



Well, that certainly explains your being late for today's class, Mr. Wessell!



SERVICE



PARTIES



PROGRAMMING



I'm trying to fall asleep!

COMPETITION



ADVICE



COMMITMENT



THE OFFICE

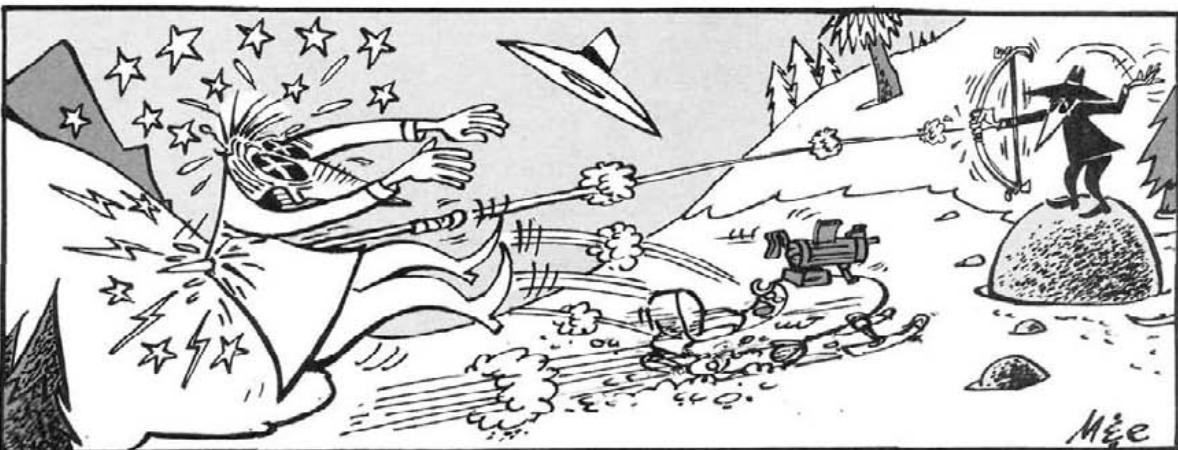
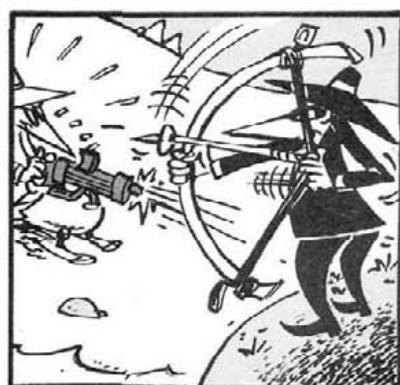


OPTIONS



DOCTORS





Some people say health care in this country is a nightmare. We

Things You Never Want Anesthesia Wears Off In The



disagree! Our idea of a medical nightmare is the following list of...

7 To Experience If You're In The Middle Of Your Surgery

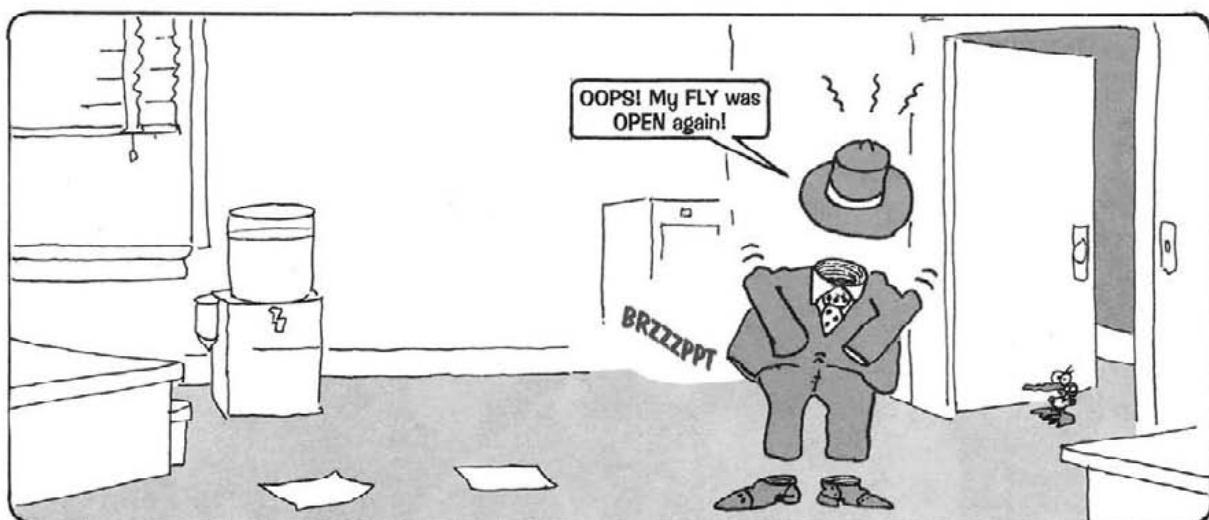
ARTIST: TOM BUNK WRITER: DENNIS SNEE



THE TRAUMATIC TRANSPARENT TRAGEDY



ARTIST AND WRITER: DUCK EDWING



MRS. DOUBTFUL

ARTIST: ANGELO TORRES WRITER: STAN HART

Just remember—it's my job that's important! Not our kids and certainly not your "acting"!

My kids deserve a normal home life with a mother and a father! Thanks to my brother here, I'm now both!

You're gorgeous! If you were just some guy dressed like that and not my brother, I'd kiss you hard and full on the lips!

There's our uncle who's a flaming queen, our father who's a cross-dresser and our uptight, maniacally-driven mother! Is there a decent role model in the house?



Haven't the makers of this film ever seen *Soapdish* or *Punchline* or the two *Smokey And The Bandit* flicks? Don't they know Sally Field isn't a comedy star?

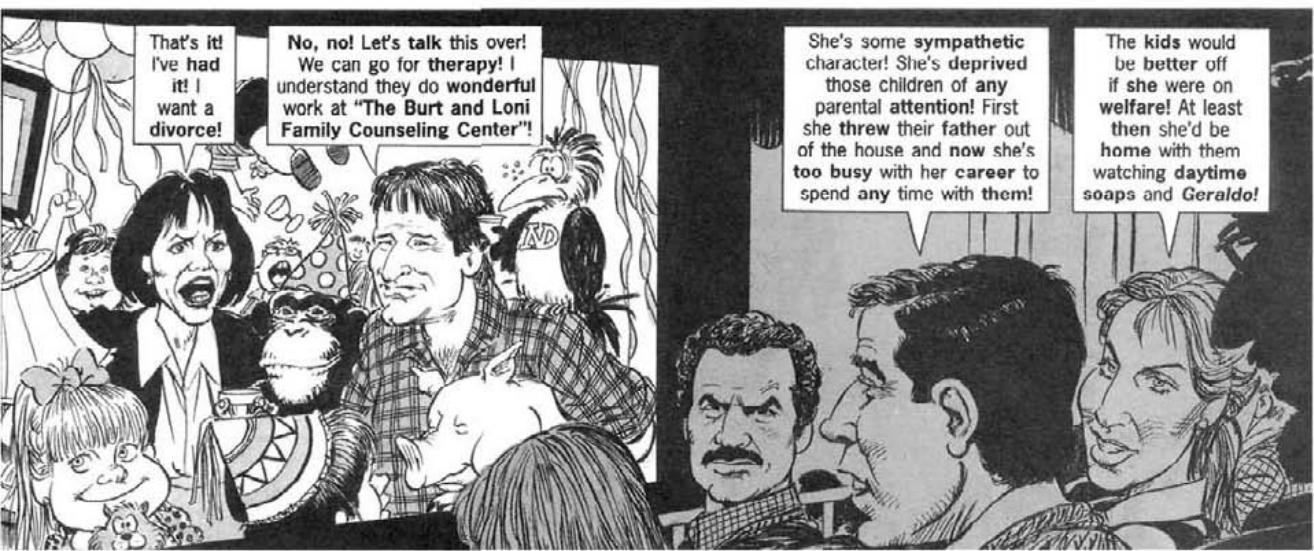
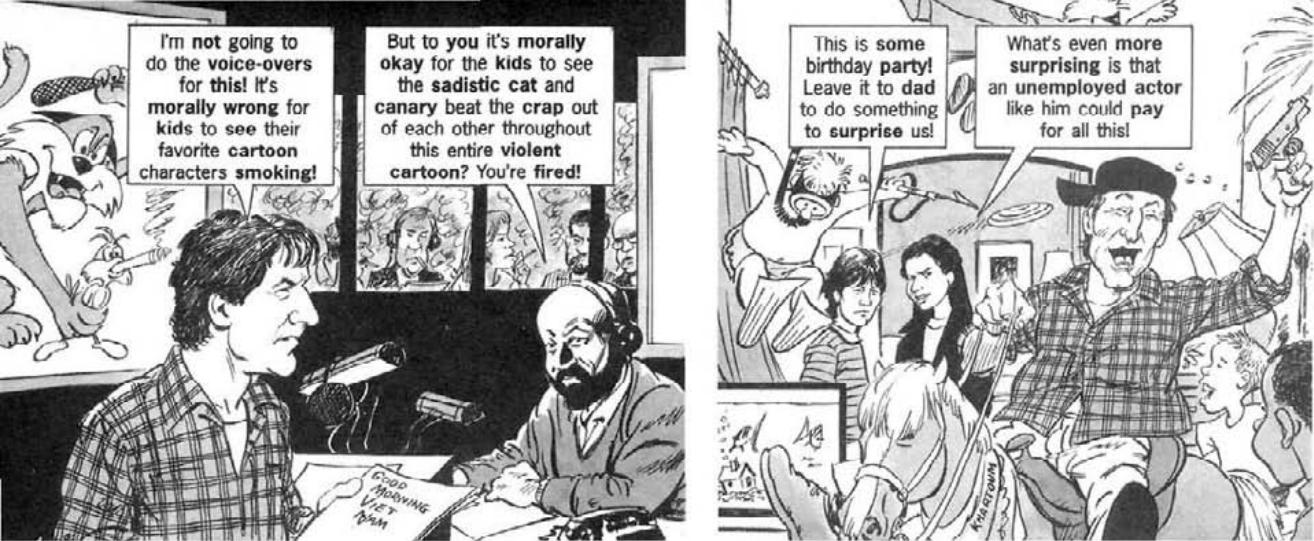
She's more like a comedy black hole! When she's on camera, all the comedy mysteriously disappears!

They say this film is filled with warm, tender moments!

God, I hope not! I have diabetes! That much sugar in my system will kill me!

This movie has an important message!

Yeah, that crime really pays well! The producers stole the whole story from *Tootsie* and got away with it!



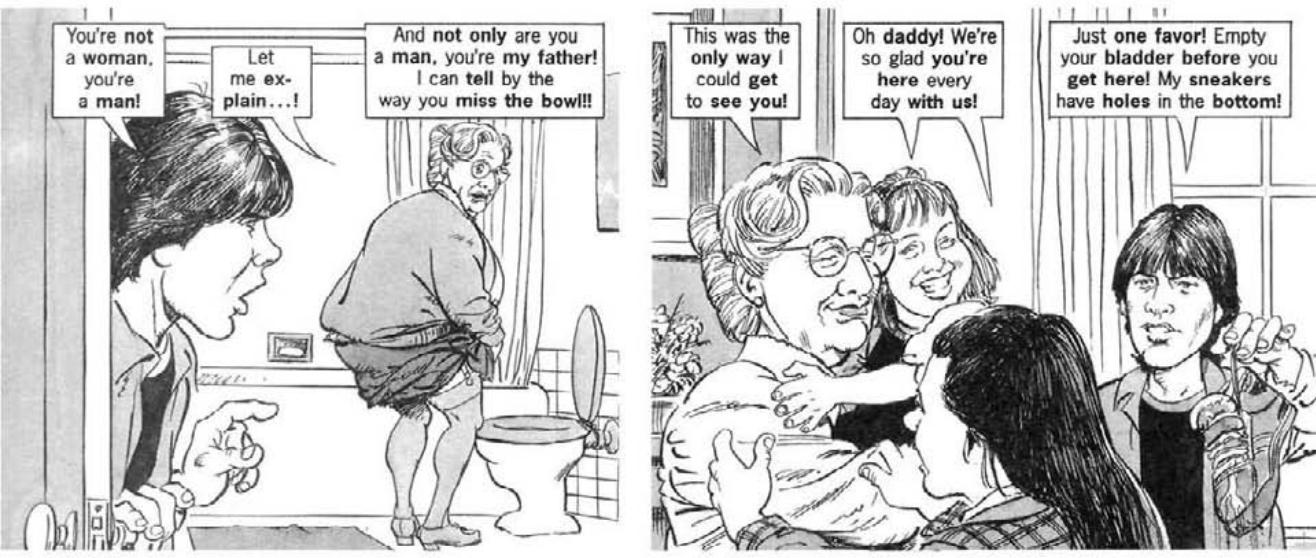
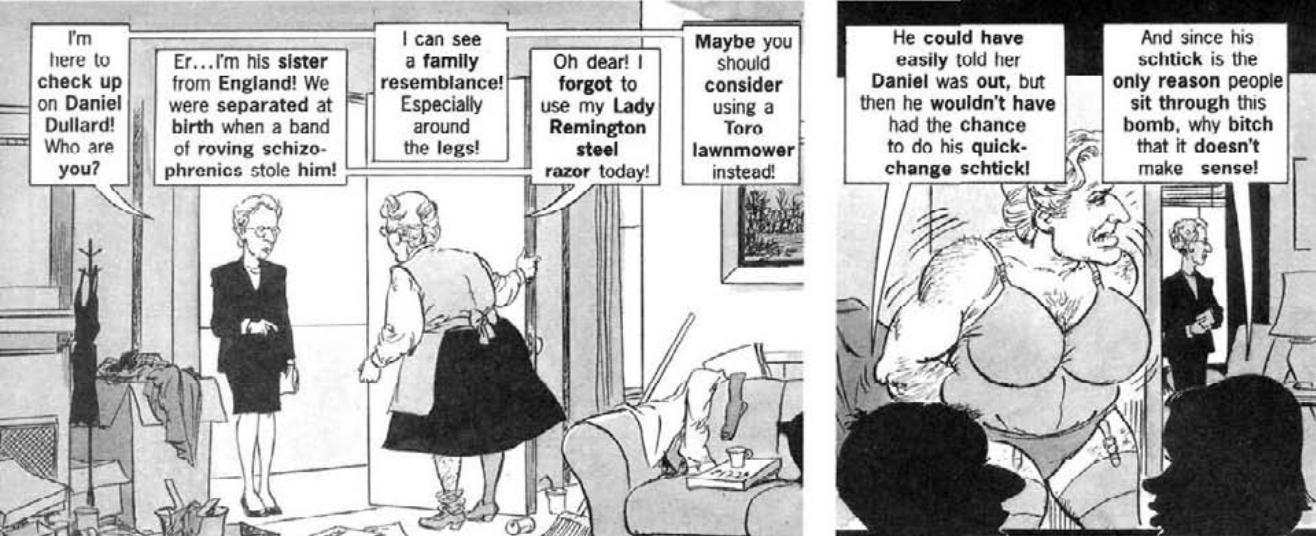
That handsome guy wants you to decorate his new house: I think he's got the hots for you!

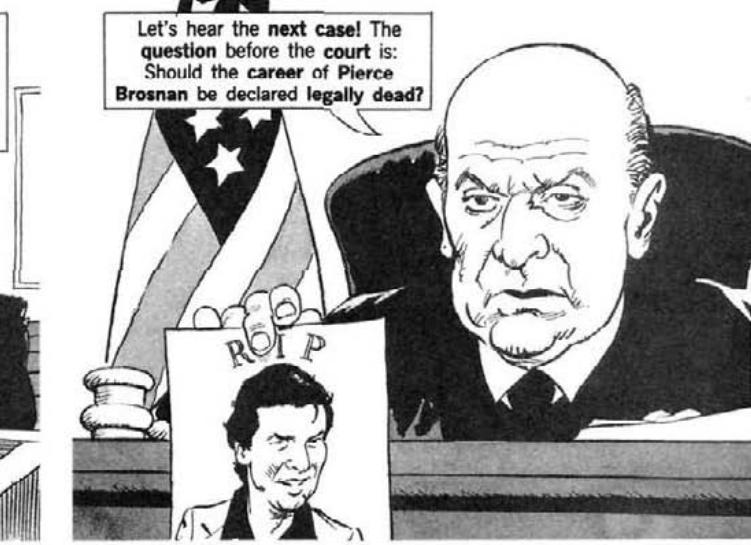
Stuart Dimwire! He must be the richest man in San Francisco!

He must also be the horniest! Why else would he hit on someone who looks to be suffering from sleep deprivation and has three kids to boot?!

Maybe he just hates going out with anyone prettier than he is!







♀ **DANGER:** ♂

If you don't buy this album, Madonna will be forced to do more acting!

Erotica Madonna

ADVISORY
EXPLICIT LYRICS



CAUTION:

One of the songs contained accidentally refers to women in a respectful way!

We figure now that Tipper "it's not really censorship" Gore has a semi-important role in our nation's capitol, we'd give her more ideas for additional warning labels she probably overlooked. So, for the fourth time, MAD proudly presents...

DISC-CLAIMERS DEPT.

EVEN MORE BADLY NEEDED WAR

⌚ **WARNING / PROMISE:** ⌚

Three years from now when you see this record on your shelf, you will be deeply ashamed!

Joey Lawrence



NOTICE:

This record will make you laugh more than his last three movies combined!

)))) DANGER: (((

If you are sitting less than 2 inches from the speakers when Whitney hits that "And I-Ee-Yi" note, you will never be able to have kids!



• WARNING: •

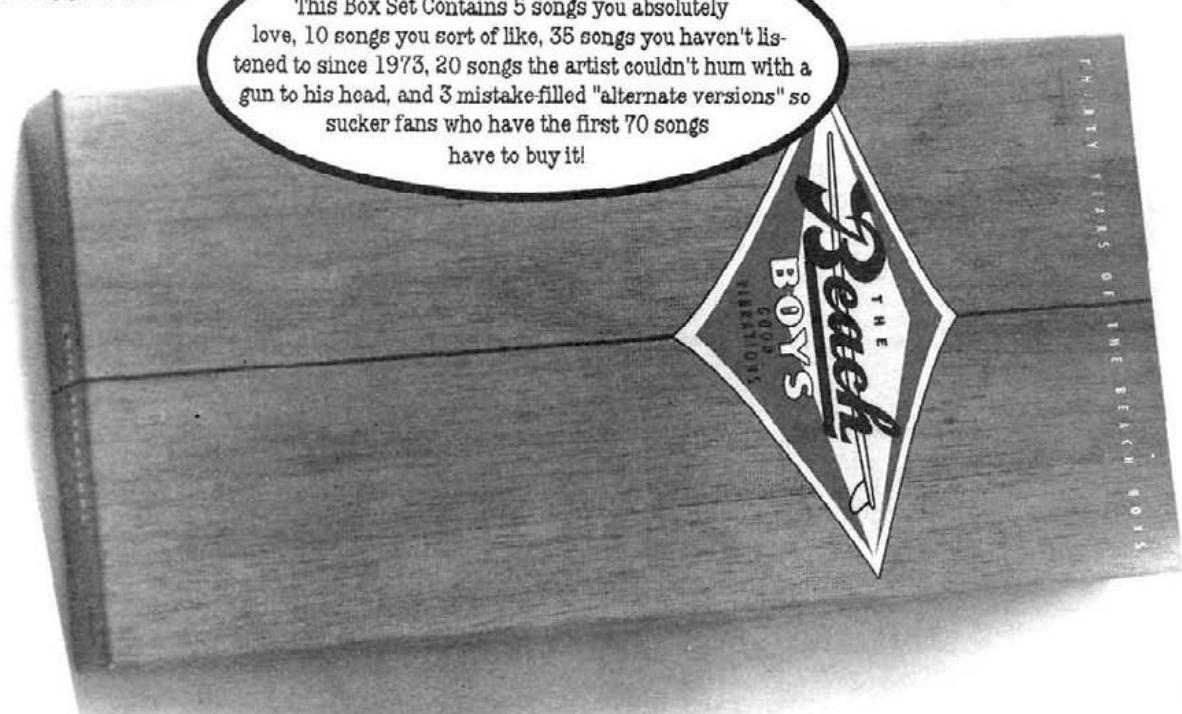
It wouldn't be such a great idea to have this tape playing in your car stereo if you get pulled over by the L.A.P.D.

NING LABELS FOR ROCK ALBUMS

PHOTOGRAPHER: IRVING SCHILD WRITER: DESMOND DEVLIN

• WARNING: •

This Box Set Contains 5 songs you absolutely love, 10 songs you sort of like, 35 songs you haven't listened to since 1973, 20 songs the artist couldn't hum with a gun to his head, and 3 mistake-filled "alternate versions" so sucker fans who have the first 70 songs have to buy it!



SUPER ZEROS DEPT.

Each year, they grow in numbers! Mutant hybrids feared and hated by the citizens of this great land! But enough about today's high school students! Let's concentrate on another breed of mutants, the kind who rule the Fox Network every Saturday morning! Yeah, you know who we're referring to...



I'm **Stormy**! I can control **hurricanes**, **tornadoes**, and **tidal waves**! I can even control **sandstorms**! But **humidity**? I can't seem to do a thing about **humidity**! And on a **humid** day, it screws up my spectacular hair something **awful**! But my power lets me **get even** with those arrogant, think-they-know-it-all **weathermen**! I watch their **predictions at night** and then I totally change the **weather** by the **next morning**! Making **weathermen** look like **dorks** is my favorite power!



I am **JudoLee**, the youngest of the **Ecch-Men**! The **Ecch-Men** fight injustice in an uncaring world! But why am I telling you this? You don't care!



I'm **Gamble**, mon cherie! And I'm about as French as Conan O'Brien, only more **entertaining**! Each of us **Ecch-Men** try desperately to have something to tell us **apart**! I carry these deadly **playing cards** in the hope they'll make me look super virile and **attract women**! But most of my nights are spent playing **solitaire**!

I'm **Beastly**! I have a five o'clock shadow that starts at noon and doesn't end 'til midnight! I have the ability to walk on the **ceiling** which drives my upstairs neighbors **bonkers**!

I'm **Rouge**! I can stop men right in their tracks! I do it by wearing extremely tight and suggestive **spandex**! My **southern accent** helps too, although it's very **erratic**! I only sound southern when the writers **remember** to give me a hokey southern-sounding phrase! Do you know what I'm saying—y'all?

I'm **Morph-flend**! I can **change shapes** and become **anything** I want! The **form** I most want to change into is the **Morph on Deep Space Nine**! That show airs in **nighttime syndication**, which means it pays a helluva lot more than this dopey **Saturday Morning gig**!



I am **Professor Ecch**, creator of the **Ecch-Men mutants**! I have incredible **telekinetic powers**! And I've made millions from **Ecch-Men TV merchandising**, which means I have even more **incredible telemarketing powers**! "Ecch" is short for my last name, Rosencrantz! Okay, so I'm also a **mutant speller**!

WINNER
DADDY WARBUCKS
LOOKALIKE
CONTEST

Does anyone actually know how many Ecch-Men there are?

Two more than the number of people with nighttime talk shows!

Really? That many?

MEN

ARTIST: SAM VIVIANO
WRITER: DICK DEBARTOLO

I am Cylops! I can shoot intense beams of heat and energy from my eyes! And when I eat beans or cauliflower, I can shoot intense... oh, never mind!

I am Valvoline! I have steel claws that can pop out of my knuckles! That's why I spend \$300 a week on new gloves and another \$300 on manicures at Midas! I have strong tracking powers and an incredible sense of smell! Needless to say, when Cylops does eat beans, I try to be at least two continents away!

I'm a Sentient, one of the super-tall mechanical robots built to fight the mutants! But we always lose! I'm even losing in this satire! I'm so tall my head is cut off!

I'm Magnet-man, but I guess you figured that out just by looking at me, right? The only thing about me that isn't magnetic is my personality! I'm one of the rebel mutants that fights with other mutants! I have no particular gripe with them, it's just that the more battles we have, the easier it is to fill up every inch of the TV screen! Which is what this series is really about!

Hey, did you say you wanted mutants fighting mutants?

We'll take you on! We used to be popular mutants too!

I still don't know why we're not as hot as we used to be!

I'm afraid the Ech-Men's blasting sound effects and blinding animation proved to be a lot more interesting than our single "pizza joke," dude! But that's the way the Cowabunga crumbles!

Are the Ech-Men just a metaphor for the blight in today's society?

Could be! But this series is so damn confusing, it could also be a metaphor for man's inhumanity to crabgrass!

Isn't this a rather crowded splash panel for MAD? Look at it! It's packed wall to wall!

For MAD, it's crowded! For The Ech-Men, it's sort of sparse! Their animators believe in quantity, not quality!

I think our daughter Judo-Lee is a mutant! She wrecks everything she comes in contact with! Look what she did to the TV set just by touching it!

Well, I'm no mutant and look what I'm going to do to that @##%~ & VCR just because I can't take that flashing "12:00" anymore!

We should register her with the Federal Mutant Agency!

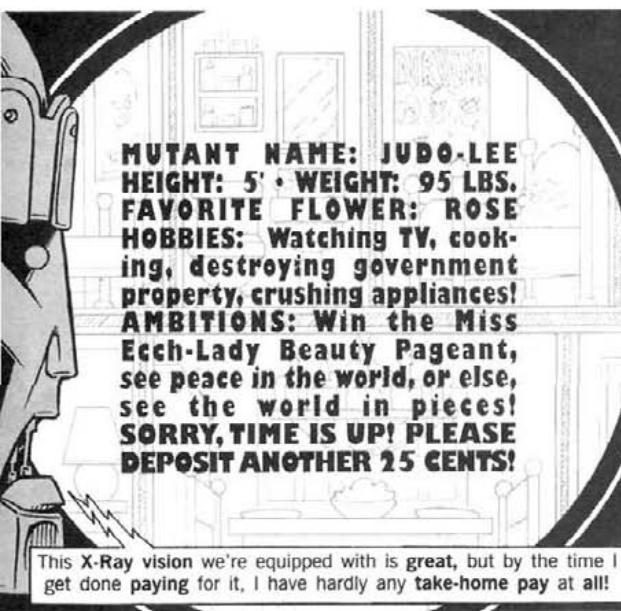
If they register me with the Federal Mutant Agency, I'll be taken away! That means I'll never see mom and dad again! Hey, cool!

My God, look at that Sentient! He's two stories tall!

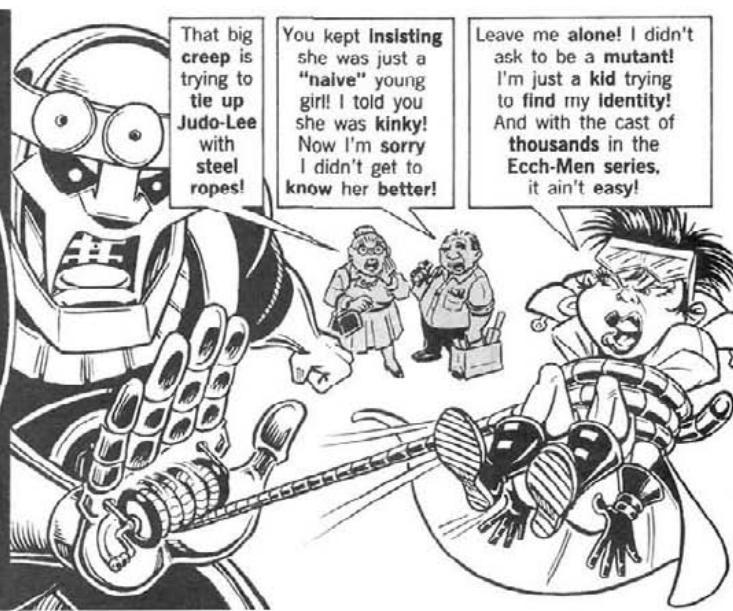
Really? That's funny! I don't see anybody!

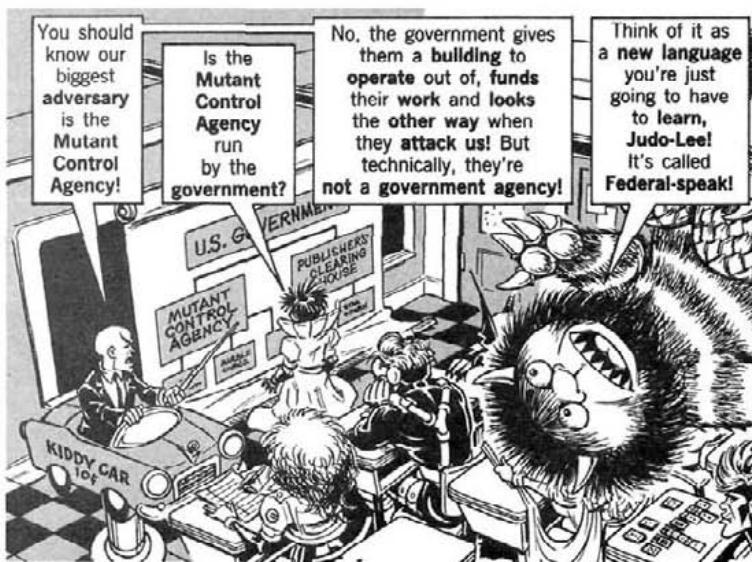
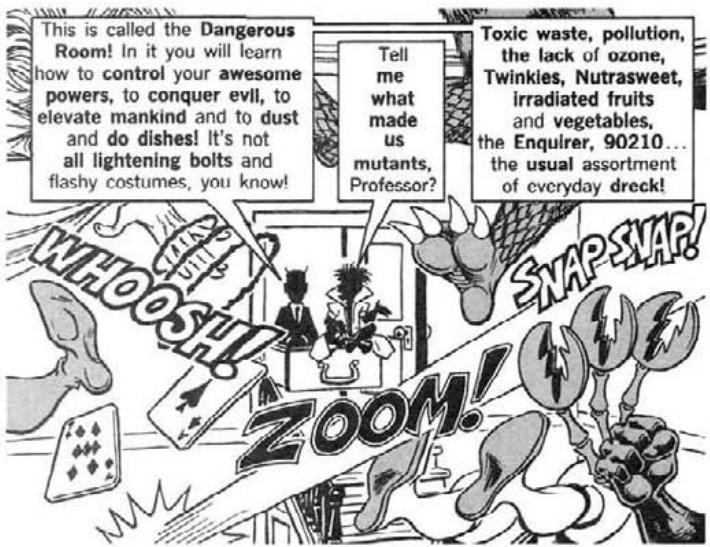
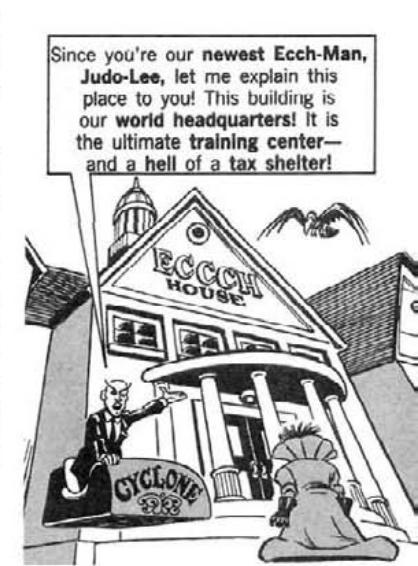
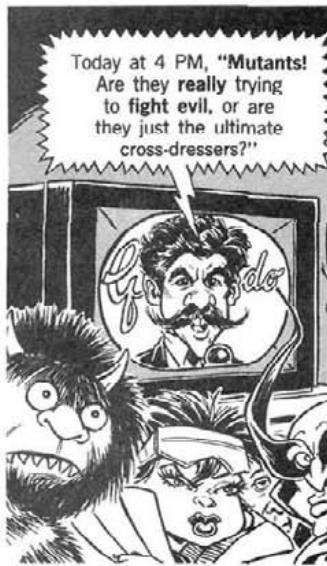
Oh! Another typical citizen who doesn't want to get involved!

Now let's get out of here, before that thing I don't see, sees us!



This X-Ray vision we're equipped with is great, but by the time I get done paying for it, I have hardly any take-home pay at all!





I will take only three Ecch-Men and wreck the factory where the Sentients are built! Now, let's see, which three? I'll take Stormy, Judo-Lee, Cylops, Rouge, Beastly, Gamble...

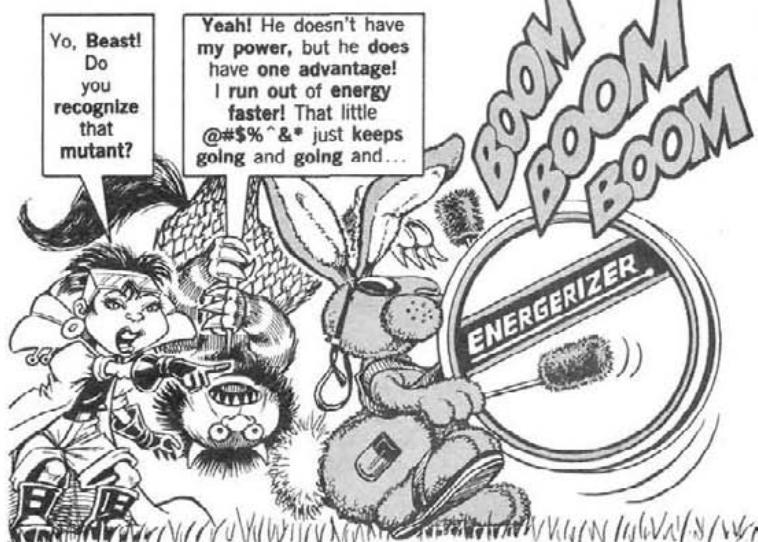
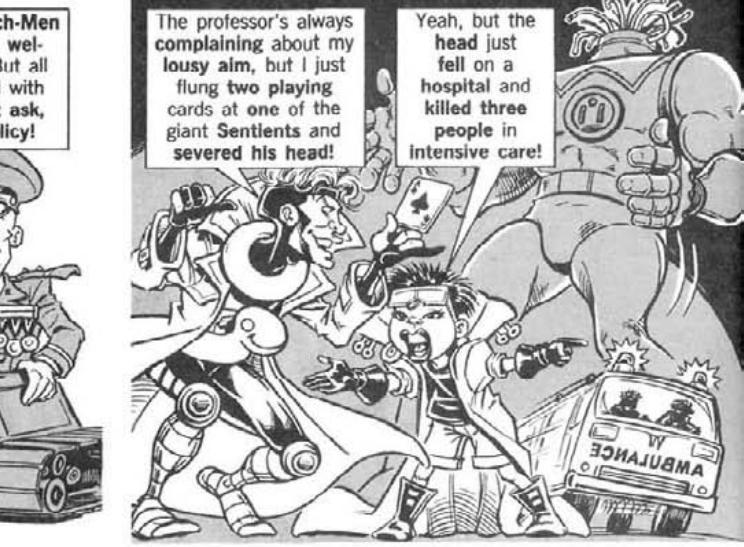
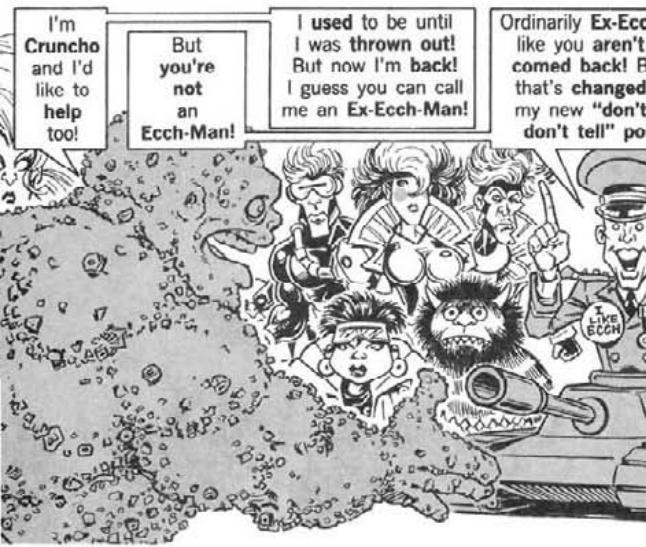
It's no wonder that you always lose at cards! You can't count!

While you mutants attack the Sentient factory, I'll wreak havoc on D.C.!

Washington, D.C.?

No, D.C. comics!

We've already wreaked havoc on them! Why do you think they staged Superman's phony death and then his quadruple resurrection? And put Batman in a wheelchair? We were getting too much media hype!



We have won out over the Sentients! I will use telepathy to tell the professor the good news!

Why bother? I just got a Sprint card I'd like to try out! I'll call and tell him myself!

How come Jean Grave's showing up so near the end of the story?

'Cause there are so many Ecch-Men you gotta stick 'em in whenever there's some room!

Yes, you mutants were successful in wiping out the Sentients, but now we must face a much, much bigger battle!

Bigger than this last one? What can that be?

The fight to dominate Saturday Morning TV! Our opponents are waiting in the war room, and I warn you—they are seasoned, veteran fighters!



They may look like pushovers, but they are worthy opponents! They're not affected by lightning bolts, laser rays, falling rocks, exploding bombs or speeding trains! Whatever crisis or catastrophe befalls them, they just come back as if nothing has happened!

Ya got that right, Mac!

Eh, what's up, Doc?

Th-th-th that's all for you, folks!

We're doomed!



STAT'S ALL, FOLKS! DEPT.

WAUDCHARTS

TOP 11 SATURDAY MORNING CARTOON CHARACTERS THAT NEVER MADE IT

1. Lumpy, The Nicotine Addicted Mule
2. Governor Horse
3. Hostage Boy
4. Speedee Caffeinee
5. The Lil' White Supremacists
6. Huck and Muck, The Tax-Evading Beavers
7. Commander Spittle
8. Obese Wrestlers In Outer Space
9. Those Lovable Illegal Aliens
10. The MacNeil/Lehrer Babies
11. Stony, The Caveiman Fred Is Seeing Behind Wilma's Back

WRITERS: CHARLIE KADAU AND JOE RAIOLA

TOP 5 SONGS CUT FROM THE WIZARD OF OZ

- | SONG | SUNG BY |
|--|-----------------------------------|
| 1. "And Toto Goes Splat"..... | The Flying Monkeys |
| 2. "Watch What I Can Do With Rubber"..... | The Irritable Witch of the South |
| 3. "Oz Spelled Backwards is Zo"..... | The Munchkin Republican Committee |
| 4. "Cough! Now Cough Again!"..... | The Wizards Urologist |
| 5. "The Tin Man Is Homophobic And I Know Why"..... | The Scarecrow |

TOP 9 SELDOM WATCHED CABLE TV CHANNELS

1. The Thimble Channel
2. Nixon At Night
3. The Technical Difficulties SuperStation
4. The Home Mopping Network
5. Gnome TV
6. 24-Hour Ventriloquist Talk
7. The All-Flossing Channel
8. Turkish Infomercials Satellite Service
9. ShatnerVision

TOP 10 UNPOPULAR CARNIVAL GAMES AND RIDES

1. Hit Yourself In The Head With A Mallet
2. Dunk The Vengeful Violent Psychotic
3. The Upside Down Upchucker
4. The Saliva Slide
5. Yank A Vagrant's Tooth
6. Check The Clowns For Hernias
7. Guess Your Threshold of Pain
8. Throw A Rock Through Your Windshield
9. Shave The Rabid Raccoon
10. Bumper Hats

TOP 11 CHARITIES NO ONE EVER DONATES TO

1. Save The Millionaires
2. Nuclear Arms For Iraq Relief Agency
3. Wildlife Extermination Fund
4. Addict The Children
5. Citizens For The Elimination of Lifeguards
6. Unplanned Parenthood
7. Skinhead Anti-Defamation League
8. The Adopt-A-Cockroach Foundation
9. Sunburn Victim's Relief Fund
10. Musicians For The Destruction of Walden Pond
11. Abolish Golf In Our Lifetime

TOP 7 COMBINATION COMEDY CLUBS/MEDICAL CENTERS

1. The Chuckle Ward
2. The Mayo Improv
3. Catch A Rising Scar
4. The Walter Reade Army Punchline Center
5. The Contagious Laugh Clinic
6. The Sloan-Tittering Institute
7. The George Burns Unit

TOP 9 TASTELESS NEW GAME SHOWS

1. Celebrity Pet Lickers
2. Spread-eagled and Ridiculed
3. The All-New Humiliate Your Date!
4. The Newlydead Game
5. Close Your Eyes and Taste It
6. Guess That Rush!
7. Drinking and Driving For Dollars
8. What's My Psychological Problem?
9. Drop It On The Handicapped

TOP 8 COMMERCIAL SLOGANS OF FAILED BANKS

1. In and Out in Two Hours-We Promise!
2. The Bank That Never Opens
3. Free Time and Temperature With Every Deposit
4. The Home of Styrofoam Safe Deposit Boxes
5. We'll Try To Talk You Out of Your Next Withdrawal
6. Neither a Borrower Nor a Lender Be
7. Count Your Change!
8. Where There's a Drunk at Every Automatic Teller Machine

TOP 7 UNPROVEN HAIR REPLACEMENT METHODS

1. Saul's Miracle Fish Glue
2. The Scalp Rivet System
3. The Interior Brain Push Regimen
4. The Amazing Follicle Flush Technique
5. Dick Van Patten's Hair Now
6. Dutch Boy Head Paint and Varnish
7. The Shower Drain Hair Harvesting System

WHAT SADISTIC
APRIL FOOL'S
TRICK NEVER
LEAVES 'EM
LAUGHING?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

April Fool's Day can be a time for wild and sometimes mean jokes and pranks that on any other given day would not be tolerated by the person on the receiving end! To find out what the cruellest of the cruel April Fool's joke is, simply fold page as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



THE DANGER IN PHYSICAL HUMOR IS WE OFTEN BEHOLD
MINDLESS "JOKES" THAT MAIM PEOPLE EVERY YEAR. AND-APRIL
BEING THE WORST TIME- IT'S A GOOD IDEA FOR US TO
FLEE FOR OUR LIVES FROM ANY PRANKSTER WHO SEEKS MENACING

A ►

◀ B

M is for the Massive guilt she gave me;
O is for the Outbursts that she had;
T is for her Total domination;
H is How she drove out dear old Dad;
E is for the Eunuch that she made me;
R is my Respect she stripped away;

Put them altogether --- they spell

♥ MOTHER ♥

The reason that I'm so ~~OK~~!★-up today!

